



United Nations Population Fund
COMBATING GENDER BASED VIOLENCE IN
THE SOUTH CAUCASUS PROJECT
Armenia



Advocacy and Communication Strategy

2008-2010

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EXECUTIVE SUMMARY

The present advocacy and communication strategy paper is to contribute to the effective implementation of UNFPA “Combating Gender Based Violence in the South Caucasus” regional project in Armenia.

It is to serve as guidelines for the project while carrying out activities targeting awareness raising on gender based violence among public in general and the key target groups in particular to contribute to creating enabling environment for gender based violence reduction in Armenia.

The structure of the advocacy and communication strategy has been designed in a way to ensure the logical sequence and linkage between its components which together add to the holistic vision of the advocacy and communication strategy component in the context of the project.

It starts with the introductory section which provides the rationale behind developing advocacy and communication strategy. This section presents the overview of the existing situation with GBV in Armenia and its socio-economic and political implications for the society and concludes with stressing the importance of elaborating and implementing targeted advocacy and communication strategy based on the local context which also accounts for the existing cultural and social norms.

The next section includes SWOT analysis and outlines the goal and objectives of the advocacy and communication strategy as well as communication channels and tools to be employed to deliver strategic messages to identified target audiences.

The final section includes Annual Work Plan (AWP), a tangible project planning, implementation, monitoring and evaluation tool updated each year. The present AWP covers period of April 2009 – April 2010 and elaborates on risks and possible entry points for future project activities in this field.

INTRODUCTION

This section sets the rationale beyond communication and advocacy strategy of UNFPA “Combating Gender Based in the South Caucasus” project and provides baseline upon which goals and objectives of the strategy are based.

GENERAL BACKGROUND

The issue of the importance of combating gender based violence and reducing gender inequities and inequalities on a global scale has been reflected in the provisions and articles of a number of international documents. Among these the most prominent are **the UN Declaration on Elimination of Violence against Women (1993)** and **the UN Convention on Elimination of All Forms of Discrimination against Women (1979)**. Elimination of violence against women was also reflected as an important issue of concern in a number of other key documents such as **International Conference on Population and Development (ICPD) Programme of Action(1994)** and **Beijing Platform of Action(1995)**, as well as **2004-2010 Republic of Armenia National Action Plan on Improving the Status of Women and Enhancing Their Role in Society**.

In the international arena among other actors working on gender based violence issues, UNFPA has gained a worldwide recognition as a UN agency which has been in the forefront of advocating for women, promoting legal and policy reforms and sex-disaggregated data collection, and supporting projects that improve women's health and expand their choices in life.

The core mission of UNFPA is the furthering of reproductive health and reproductive rights for all and making critical contributions to promoting broader gender equality agenda at global, regional and country levels using ICPD as the entry point.

At the state level, the ICPD Programme of Action calls on countries “*to take full measures to eliminate exploitation, abuse, harassment and violence against women, adolescents and children*” (Para 4.9). The ICPD + 5 further spells out particular action in that, “*Governments should give priority to developing programmes and policies that foster norms and attitudes of zero tolerance for harmful and discriminatory attitudes, including son preference, sex selection discrimination and violence against the girl child and all forms of violence against women* (Key Action, Para 48)”.

Advocacy is one of the three main UNFPA programme areas based above all on the ICPD Programme of Action and the key actions adopted at ICPD+5, which focuses on gender equality and women's empowerment, as well as universal access to reproductive health care, including family planning and HIV/AIDS prevention. The advocacy is essential to creating enabling environment for increasing access to and use of quality reproductive health and family planning services, for advancing population policy formulation and implementation, and furthering sustainable development.

In order to lay the basis for the successful implementation of communication and advocacy strategy a certain empirical and polemical data has to be assessed to ensure that the elaborated strategies are tailored to the local reality and can effectively contribute to combating GBV phenomenon in Armenia.

BASELINE

Recently gender based violence is becoming increasingly recognized as one of the most vivid forms of women's rights violations which occurs almost in every society irrespective of the dominating political views, social and economic conditions, cultural norms and traditions of a given nation. **It is deeply rooted and perpetuated by the present inequalities in the rights and opportunities of men and women limiting women's participation in socio-economic and political activities and creating obstacles to the overall advancement of women and effective realization of their potential.** It penetrates all spheres of women lives including family, work, and public domains and results in a far reaching negative impact on the productivity of women, depriving them of equal access to, and participation in decision-making processes at all structures and at all levels of governance and in the employment field. Hence, gender based violence might impede even the most vigorous endeavors targeting sustainable development and become an obstacle to building healthy and prosperous societies with the democratic values based on the respect towards and protection of human rights, including women's rights. However, cases of domestic violence remain largely under-reported around the world mainly due to the fact that in most societies these issues are treated as «family matters» which should be kept inside the walls and are “taboo” for the public debates.

Gender based violence produces a far reaching negative impact on the productivity of women, depriving them of equal access to, and participation in decision-making processes at all structures and at all levels of governance and in the employment field. As a consequence, women remain a marginalized group with the neglected potential in development processes.

Hence, gender based violence might impede even the most vigorous endeavors targeting sustainable development and become an obstacle to building healthy and prosperous societies with the democratic values based on the respect towards and protection of human rights, including women's rights.

In Armenia general awareness on gender based violence and gender issues is quite low. There is no law that addresses gender based violence, including domestic violence, issues due to which such cases are mainly being prosecuted under the Articles of the Criminal Code on assault and hooliganism of criminal nature. Today, Armenia is often characterized as a conservative society with deeply rooted gender stereotypes. Aside from these, there also exists a discreet discrimination against women and widespread acceptance of GBV in different forms.

Devastating earthquake in 1988 and the breakdown of the Soviet Union were followed by the collapse of the national economy resulting in the production crisis, skyrocketed inflation, and increased unemployment rates; the situation was also aggravated by the armed conflict in the region. Due to the high male unemployment rates many women were forced into the role of their family's sole earners. However, dominating traditional division of jobs into “male” and “female” categories keeps women employed mainly in the low-income sectors of economy. This contributes to the escalating female poverty in the country and worsening socio-economic situation of women. All of the mentioned conditions also add to the increasing social vulnerability of women and also reflect on the family relations domain contributing to the increasing domestic violence against women.

According to the research conducted in 2000 by Minnesota Advocates, a prominent international organization working in the field of human rights, domestic violence is a widely

spread form of violence against women in Armenia. The research findings¹ based on the data provided by Armenian NGOs indicated that as of year 2000:

- in Yerevan out of surveyed 100 women 46 had experienced some form of violence in the family, including sexual violence; of these women, only six had complained to legal authorities;
- in Gyumri, the second largest city in Armenia, out of surveyed 100 married women 80 admitted to experiencing domestic violence, and 20 of these stated that it happened “often”;
- In one of the Yerevan police district offices, interviewed police authorities mentioned that approximately 80% of the cases that reached police registrar involved women as victims of violence perpetuated by a family member. A district judge estimated that approximately 20-30% of the criminal cases involved men beating women.

In the year 2007 a research on domestic violence in Armenia² was conducted by local NGO, which indicated that although the figures slightly deviated from the year 2000 data, the situation remained alarming:

- About 60% of surveyed women admitted that domestic violence is widespread problem in Armenia;
- 27% of Armenian women experienced moderate physical abuse with 16% experiencing it often or sometimes;
- 1 in 10 Armenian women has been either pushed, grabbed or shoved, or slapped on the body, arms or legs, or demanded sex when she did not wanted, or physically forced to do something against her will;
- About 12% of Armenian women experienced severe physical abuse with 6% experiencing it often or sometimes; and
- In most cases men are the initiators of domestic violence against women which takes a form of psychological, physical and sexual abuse ranging from moderate to severe scales.

From the legal point of view, women in Armenia enjoy guarantees against discrimination since RA legislation is based on the principle of equal rights, and equality is guaranteed under the RA Constitution. A number of international conventions promoting and protecting women’s rights have been ratified by Armenia, among these: UN CEDAW Convention and its Optional Protocol, ILO Conventions (Equal Remuneration Convention and Discrimination (Employment and Occupation) Convention), European Convention on the Protection of Human Rights and Fundamental Freedoms. However, there are still some gaps in the national legislation from gender perspective that need to be addressed in order to bring the national legislation into compliance with the international standards in the field of equal rights and equal opportunities of women and men.

As to the women’s representation in political field, in all branches of the power: legislative, executive and judiciary, number of women in decision-making positions remain very low. In the RA National Assembly, women make up only 9% of the total number (12 women); there is one woman minister, one woman governor and four women deputy ministers. The same trend is observed in the local self-government bodies. According to the state statistics, as of the end of 2007, there were 393 women community council members and 21 women community heads in LSG.

¹ Minnesota Advocates for Human Rights, “Domestic Violence in Armenia”, Yerevan, December 2000.

² Women’s Rights Centre, “Domestic violence and abuse of women in Armenia: Report on nation wide survey findings”, funded by OSI, OSCE, CRS and Catholic Relief Services and conducted by AUA Turpanjian Policy Research Centre. Yerevan , 2007

Another aspect of worsening situation of women from socio-economic perspective today is gender-irresponsive budgeting.

Therefore, activities targeting awareness raising and education on GBV need to start at the essential level of information and data collection and are to be carefully elaborated to take into account existing cultural and moral norms.

STRATEGIC GOAL, SWOT ANALYSIS, OBJECTIVES

This section focuses on review of strengths, weaknesses, opportunities and threats of the project. It also outlines the goal and objectives of advocacy and communication strategy based on the conducted analysis. It concludes with review of the target audiences, strategic messages to be delivered to them and communication channels and tools to be used.

STRATEGIC GOAL:

The goal of advocacy and communication strategy derives from the overall aim of the project³ and is defined as: ***“To leverage public opinion regarding GBV and to increase awareness and knowledge of Armenian population about GBV”.***

SWOT ANALYSIS

SWOT analysis is to help in identifying strategic directions and objectives in the field of advocacy and communication which are to contribute to the realization of advocacy and communication strategy goal.

Strengths:

1. **UNFPA mandate:** Because of a commitment to culturally sensitive programming and a rights-based approach⁴, and its rich experience in addressing sexual and reproductive health issues, UNFPA is well positioned to play a leading role in field of combating GBV.
2. **UNFPA field presence:** Among other actors working on GBV, UNFPA has the strongest field presence for country operational activities. UNFPA is well positioned to have an impact on gender equality and GBV both at the country and regional level.
3. **UNFPA’s experience in implementing Gender, RH and PDS programmes that compliment to its activities on combating GBV including:**
 - a. **Gender rights and GBV:** UNFPA maintains a human’s right approach and carries out vigorous advocacy activities to promote and protect rights of women;
 - b. **Health and GBV:** UNFPA has an advantage in addressing GBV more comprehensively than other organizations due to its strong expertise in the field of health (SRH) since violence most of the time has profound direct and indirect effects on a woman’s reproductive health;
 - c. **Population and Development Strategies (PDS) and GBV:** UNFPA’s work on population and development strategies brings further advantage in combating

³ Project Document, “Creating an environment to reduce gender based violence in Armenia, Azerbaijan and Georgia in order to support protection of human rights, gender equality and women’s participation.”

⁴ Details on this approach can be found in a “Policy Note on Implementing a Human Rights-based Approach to Programming in UNFPA” circulated by the Executive Director to all UNFPA staff on 22 January 2004.

GBV, through enabling gender aggregated research and data collection, analysis, and its power to influence national policies.

4. **UNFPA programme experience in Armenia:** UNFPA Armenia has been an active partner in formulating broader national development frameworks, such as national action plans to promote gender equality and to halt the trafficking of women and girls. Gender and advocacy are mainstreamed into reproductive health activities and population and development strategies of UNFPA Armenia's activities.
5. **Building strategic networks and synergies:** There are professional thematic networks established within UN agencies and other international organizations working on gender and GBV related issues as well as with the governmental agencies and National Focal Points in the field⁵. The project makes use of the positive experiences and a good working relation of the project management established with the mentioned entities and continues to further strengthen the networking and promote synergies in the field of combating GBV in Armenia.
6. **Advocacy and PR:** The project relies on the expertise of the project management in the field of advocacy and PR and makes active use of the communication channels which have long term positive experience and gained recognition within the framework of cooperation with UNFPA and other UN agencies.
7. **Sufficient professional staff with experience in working on gender and GBV issues:** UNFPA project employs staff with professional background in the field of gender, women's rights and GBV issues, highly motivated, with strong team work skills and professional knowledge of the three languages to maintain effective communication with the project partners both at the country and regional level.
8. **Sufficient resources allocated for the implementation of the project:** The project received enough funding to implement activities planned for the year 2009. The project premises are fully furnished including basic necessary equipment.
9. **Regularly enriched library of information/knowledge materials and contacts database:** UNFPA project created electronic and hard copy library of local and international materials on GBV and gender issues, as well as set up a database with the contacts of UNFPA strategic partners including UN and other international agencies and international/local organizations in the field.

Weaknesses:

1. **Lack of precise official data on GBV in Armenia:** For the purposes of the successful advocacy, it is essential to have up-to-date reliable official data regarding real state of the situation with GBV in Armenia;
2. **E-communication tools not envisaged in the budget:** E-communication tools(web site, electronic portal/forum, e-library) are on the peak of their popularity and are increasingly gaining popularity as an effective mean for delivering strategic messages to and disseminating information amongst target groups;

⁵Project Document: "UNFPA is a member of the RH Coordination group, PRSP review working group, and Inter-ministerial community on population development and Gender issues task force."

Opportunities:

1. **Being ever the first regional project to combat GBV in the South Caucasus:** The project is working on both national and regional levels. This creates more opportunities for exchange and sharing of work experiences and lessons learnt through cooperation with regional project offices and allow attracting more expertise in the field.
2. **Ongoing public debate on gender issues in Armenia:** There is already active public debate going on regarding gender issues. This situation creates a positive background for the initiation of the public debate regarding GBV issues in Armenia and development of popular support to the activities in the field of combating GBV;
3. **Institutional mechanisms on gender equality:** There are some type of institutional mechanisms on gender equality in Armenia which despite being in the stage of capacity building and further strengthening, play a key role in the processes of the national policy elaboration and implementation in the field of gender issues. Working with these mechanisms will be an exceptional opportunity for the project to contribute to their further capacity building on one hand, and to advocate for the national policies to combat GBV on the other;
4. **Active civil society sector:** The project works also on a grass-root level with the local organizations. This will ensure participation of civil society throughout the course of the project implementation, monitoring and evaluation and will attract their expertise and resources needed for the successful implementation of the project activities;
5. **Financial and institutional sustainability:** The project is implemented in close cooperation with the governmental entities and civil society. This will enable to transfer the legacy of the project to governmental and NGO structures at the final stage of the project.

Threats:

1. **Resistance on behalf of the society** to accept GBV as a present issue of concern which can have far reaching negative effects including low impact of advocacy efforts in the field;
2. **Possible changes of political environment of the country** that can negatively affect policies in the field of combating GBV;
3. **Lack of financial support and national ownership as well as low political commitment** to engage in the project and advocate for legal and social changes over the course of the project implementation and upon its completion;
4. **Lack of support, including funding from local business sector/other** such as Armenian Diaspora, Mass Media and others if their interest in promoting situation with gender issues including GBV;
5. **Insufficient financial support from other members of the international donor community** if interests of donor community shift to other issues or in case if networking and resource mobilization fail to meet the expectations of the project;

6. **Neutrality and low interest of local communities to get involved in the project activities** including community education;
7. **Low level of Civil Society's integration into the regular activities of the project** which can result in overall low impact of the project activities.

STRATEGIC OBJECTIVES

“A great deal of dialog and awareness raising may be needed to persuade others to accept the new ways of thinking, especially ones that challenge beliefs closely tied to individual and social identity. “

**UNFPA Guide to working from within:
24 tips for culturally sensitive programming**

In order to achieve its overall goal, advocacy and communication strategy has to meet the following criteria:

- I. Be culturally sensitive, dynamic and responsive to the reality;
- II. Be effective in terms of engaging the target audiences in open dialog and two-way communication;
- III. Be effective in terms of conveying the debate and building awareness amongst the target audiences;
- IV. Be linked with the external environment (including local and international policies and practices in the field, in-country and international media activities, academic researches and materials, etc.) and be able to regularly monitor, review and interpret the developing debates around the issue in the country and in the region;
- V. Ensure cost effectiveness, accountability, transparency and sustainability.

Advocacy and communication strategy also has to ensure holistic and multi-dimensional approach to the GBV problem through targeted directions in the field of advocacy such as:

- **Promote** implementation of the policies and programmes as per ICPD Programme of Actions and ICPD+5 key actions aimed at gender equality, equity and empowerment of women;
- **Advocate** for breaking the silence about GBV and initiating public debates about the issue and the cases so that the latter are moved into public realm and can serve the basis for the policy, legislation and justice;
- **Initiate** public awareness campaigns aimed at raising awareness on GBV among population at large;
- **Support to** creating special focus groups dealing with GBV issues that will include male and female members of parliament, politicians and influential public figures;
- **Encourage male participation** in the actions targeting GBV reduction so as to influence dominating gender stereotypes which perpetuate domestic violence and other forms of violence against women;
- **Contribute to** the inclusion of gender issues, including GBV, in the national education curricula;
- **Promote participation of celebrities (including males)** in the awareness raising campaigns to increase popular support for the initiatives aimed at combating GBV.

Based on the SWOT analysis as well as the mentioned criteria and strategic directions, advocacy and communication strategic objectives can be stated as follows:

- a. Carry out awareness raising campaigns targeting knowledge building and awareness raising on GBV and gender issues among target groups;
- b. Establish and promote networking among multiple players in the field of combating GBV on local and regional levels to create a broader base for support in advocacy and resource mobilization;
- c. Produce promotional and information materials including project website to serve as the major platform for dissemination of information on GBV;
- d. Create, maintain and update electronic and hard copy databases of knowledge and information materials on GBV and gender issues to serve as reference and expertise sources for the project activities;
- e. Create and facilitate electronic professional networks to promote communication and cooperation in the field;
- f. Promote exchange of work experiences, best practices and lessons learnt among project's regional offices as well as professionals and experts dealing with GBV.

Overall, the success of GBV advocacy and communication strategy will be measured by its ability to create greater awareness on GBV issues and lead to the adoption of desired changes in the field.

TARGET GROUPS

Having considered that building greater awareness and understanding amongst the wider population is as important as building awareness among policy makers and practitioners as well as keeping in mind that successful policy change always requires popular support and commitment, the target audience of the strategy can be classified according to the following groups:

National Gender Machinery Representatives. *In the year 2005 as per the Prime Minister's Decree the government of Armenia adopted Republic of Armenia National Action Plan (NAP) on Improving the Status of Women and Enhancing Their Role in Society 2004-2010. NAP focal points were appointed on Deputy Ministers and Deputy Governors levels to monitor the implementation of the NAP. The 5th section of NAP targets elimination of violence against women and the project will actively cooperate with the national gender machinery representatives at the ministries and on LSG levels as the latter are the key strategic figures in implementing, monitoring and evaluating the state policies on GBV.*

National Statistical Service of Armenia. *This target group is important to the project in that it is to serve as the main analytical body in Armenia for collection, processing and analysis of data on GBV in Armenia.*

Law Enforcement Bodies. *This target group includes RA National Police and judiciary institutions which play a key role of the first- and second-instance referral mechanisms for processing GBV cases and providing data on GBV to the national analytical bodies.*

Health Specialists. *It is essential to have properly educated and trained health specialists who can effectively work in the field of GBV victim assistance and rehabilitation. Taken this into account, the project envisages working with health professionals.*

Youth (high school and university students), women and men. *This is the most diverse and at the same time the largest target group educating which is likely to result in the overall increase of awareness on GBV and gender issues among public at large.*

Victims. *The project envisages conducting victim information meetings specifically targeted to GBV victims for providing basic information about rights and available assistance (legal, health and financial).*

Mass media. *This target group includes journalists and TV, Radio and Print Mass Media professionals and is dual by its nature: on one hand it includes professionals playing essential role in communication channels for delivering strategic messages to the rest of the project's target audiences, and on the other hand it is a target group itself which should be guided in its dialogue with society on GBV issues which are rather sensitive by their nature.*

Academia. *This target group is very important in that it can contribute to advocacy processes by sharing their expertise and knowledge with other target groups and stakeholders of the project.*

International community. *This target group includes international organizations working in the field of women's and human rights issues and donors playing a crucial role in resource mobilization and establishment of synergies within the framework of the project.*

Civil society. *This is an important target audience since local NGOs are considered the main implementing partners of the project activities and will be involved in the project throughout the course of its implementation, monitoring and evaluation.*

Legislative branch. *This group includes political parties and MPs who play a key role in policy making and enabling legal environment to combat GBV in Armenia. Carrying out advocacy activities targeting policy makers and MPs is an important strategic direction within the project to support project's efforts in the field and to contribute to the creation of enabling legal environment to combat GBV.*

Population at large. *All of the above mentioned target groups together comprise the population of the country at large, the biggest and most diverse target group.*

STRATEGIC MESSAGES, COMMUNICATION CHANNELS AND TOOLS

Due to the fact that the identified target audiences are highly differentiated, it should be assumed that existing awareness levels on GBV among them also vary to a great extent.

Taken this into account, an effective advocacy and communication strategy will require:

- I. A range of different messages and message conveying styles that would appeal to each target audience in a different way;
- II. A range of different approaches in communicating with different target audiences (communication channels), and
- III. A range of products that serve the particular needs of different target audience (communication tools)

STRATEGIC MESSAGES

1. National gender machinery representatives

- ✓ *We greatly value your efforts in designing and implementing national policies targeting GBV reduction and will be in support of your activities aimed at elimination of GBV in Armenia.*

- ✓ *As we share common concerns and commitment in combating GBV, we see the situation as offering numerous opportunities for our cooperation in this field.*
- ✓ *Combating GBV became an issue of concern not only for the state, but also for the civil society and international community as the government of Armenia assumed obligations to combat GBV under its national and international commitments.*

2. National Statistical Service of Armenia

- ✓ *We greatly appreciate your efforts in this field and are ready to provide you with opportunities of international experience exchange in the field to contribute to further promotion of the produced data and data analysis as an effective policy tool.*
- ✓ *GBV data collection and analysis are essential for developing the state policies targeting GBV reduction based on the realistically assessed baseline data. Your extensive experience in the field of sex-disaggregated data collection automatically assigns you the role of the leader in statistical data collection regarding GBV.*
- ✓ *National and international obligations to combat GBV in Armenia envisage collection and analysis of GBV data for determining the scope and prevalence of GBV; thus, this is an issue of concern for international community as well.*

3. Law enforcement bodies

- ✓ *We greatly appreciate your work already being done in the field of combating GBV and are ready to support you with the expertise and knowledge sharing opportunities through facilitated regional and international cooperation in this field.*
- ✓ *The extent to which impartial and unbiased decisions on GBV cases will be made depends on the professionalism and expertise of law enforcement agents in the field. Your professionalism coupled with experience of cooperation with other UN agencies is a promising perspective for cooperation in the field of combating GBV.*
- ✓ *The state obligations to combat GBV in Armenia envisage improving work of the relevant law enforcement bodies dealing with GBV which play the key role as first-instance referral mechanism in providing impetus for the proper processing of GBV cases through judicial system.*

4. Legislative branch/policy makers: political parties and MPs

- ✓ *GBV is a human rights violation and as you play a central role in enabling legal environment for promotion and protection of HR, this also places you in a leading position for advocating for policies aimed at GBV reduction on the highest decision making levels.*
- ✓ *Your professionalism coupled with extensive experience of cooperation with other UN agencies creates fruitful grounds for cooperation with us in the field of combating GBV.*
- ✓ *We greatly value your potential and power of influencing policy making in the field of GBV reduction and HR promotion and are offering assistance in providing you with opportunities of sharing best international experiences and lessons learnt on the highest official levels in the region.*

5. Health specialists

- ✓ *Providing help to the victims of GBV is one of the national and international commitments of the state in the field of combating GBV.*
- ✓ *GBV victim physical and psychological assistance is an important aspect of work in the field of combating GBV. Restoring dignity and self-respect of GBV victims starts with healing their souls and bodies.*
- ✓ *We greatly appreciate your work in the field of GBV victim assistance and will support you through sharing best international experiences in GBV victim assistance and facilitating regional cooperation in this field.*

6. Youth (high school and university students), women and men

- ✓ *We are the present and the future of our country. Living in a violence-free world will depend on our individual choices and commonly shared responsibility. Let us say "NO" to violence today for the happy future of our families.*
- ✓ *Combating GBV starts on individual level and produces cumulative effect when all people reject violence as a mean of satisfying personal ambitions and self-affirmation.*
- ✓ *We will provide you with a unique learning and knowledge sharing opportunities to reveal underlying causes of GBV and its impacts on human lives and will share the existing know-how, global and local developments in this field so that you too become agents of change to share your vision with the people around you.*

7. Victims

- ✓ *Violence produces violence; to stop it, you need to stop being a victim. Break the silence and raise your voices to be heard.*
- ✓ *GBV undermines fundamentals of family health and happiness and produces heavy trauma on children witnessing violence outbursts;*
- ✓ *We are strongly committed to combating GBV and building healthy society with happy families and will support you in making your stand to say "NO" to violence and guiding you through the process of self-esteem and self-respect remediation, social and medical assistance and legal aid provision.*

8. Mass media

- ✓ *We are strongly committed to combating GBV and will strive to involve you both as implementing partners and target group of beneficiaries in its awareness raising campaigns to reach out to thousands of Armenians and to bring this issue into public debate domain.*
- ✓ *GBV is culturally sensitive issue and combating GBV includes changing the way women and men see and treat each other in the first place. With regards to this, you are to play a crucial role as an advocate for shaping violence-free society.*

- ✓ *GBV is a human rights violation that takes place all around the world, including Armenia and every day it gains more attention as an important issue of social concern.*

9. Academia/national think tank institutions

- ✓ *GBV is a human rights violation that takes place all around the world, including Armenia and every day it gains more attention as an important issue of social concern.*
- ✓ *Academia is in the forefront pioneering researches to address issues of socio-economic and human development; with respect to extensive research experience, you are an invaluable resource of expertise and knowledge to us.*
- ✓ *We will draw on your expertise to actively engage you in the project activities and will provide you with a unique opportunity of exchanging work experience and sharing best practices with your colleagues countrywide and in the region.*

10. International community

- ✓ *Together, we can make GBV an issue of Armenia's past and contribute to building happier families and healthier society through jointly implemented activities and events.*
- ✓ *As our mandates and mission goals coincide in their need to address GBV issues, we can join our efforts for a better effectiveness and higher impact of activities through increasing our cooperation and developing synergies in this field.*
- ✓ *GBV is a serious social issue of concern which attracts attention of multiple international organizations, including UNFPA, and sharing a common concern regarding GBV in Armenia.*

11. Civil society

- ✓ *We see you as active agents of change and will involve you both as implementing partners and target group of beneficiaries throughout all stages of the project implementation.*
- ✓ *We have always greatly valued our cooperation with civil society drawing on your experience, expertise and most importantly, willingness to support processes of building democratic society in Armenia on the grounds of justice, equity and equality.*
- ✓ *You have been playing a crucial role in shaping public opinion and influencing national policies in the field of human rights protection which automatically assigns you the role of social leaders in the field of combating GBV in Armenia as well.*

12. Population at large

The message to be directed to this group has to appeal to each of its segments as a universal umbrella-motto. Since each of us as individuals pursue happiness through building family bonds and living as family members, a family oriented motto would ensure the widest acceptance of the idea by the population. Thus, the following message could be used to address public at large:

- ✓ *“We are the present and the future of our country. Let us say “NO” to violence today for the happiness and health of our families.”*

COMMUNICATION CHANNELS

Mass Media

Mass Media is the main means of mass communication which reaches out to the largest audiences worldwide. At the same time, the mass media is a powerful socializing agent. ***Mass Media affect how we learn about our world and interact with one another.*** Media literally mediate our relationship with social institutions. Among different means of mass communications, radio and TV remain the most powerful with the widest outreach possibilities and most democratic in terms of providing access to all social groups despite different literacy levels, languages spoken and social status. These channels can be effectively used to convey strategic messages to all target audiences and to offer a wide variety of talk shows, debates, thematic documentaries, videos, contests, drama plays and other programmes. As to newspapers, although they have a limited outreach as compared with radio and TV, they still can be used as effective communication means for spreading the word to audience of readers.

Knowledge and promo materials

These include all information and learning materials that are to be produced within the framework of the project with a purpose of being used as reference sources providing facts, figures, official and non-official data on GBV, ongoing research in the field, situation analysis and recent developments in the field as well as information regarding the project activities. They may include but not be limited to reports and situation analysis regarding GBV in the country, review and analytical articles regarding GBV and gender issues, information and fact sheets, etc. Promotional materials mainly consider design of stationary with the project logo which can be widely distributed during project events.

E-communication

Nowadays, electronic communication means are gaining a growing popularity due to continuing spread of the Internet services throughout the country and in the region. As organizations start assigning official status to electronic communication, it gains more credibility and is already being considered as the fastest growing communication industry in the world. Despite the fact that remote areas are still isolated from the Internet coverage, interest towards it keeps growing in Armenia and in the region. Taken into account the fact that many organizations develop their own websites where they lay out official information, research data and analysis, as well as highlight events, facilitate online forum discussions and thematic chats, and disseminate newsletters, electronic communication means should be considered as a strategic mechanism for reaching out to thousands of modern Internet users who see it as alternative information and communication source.

Interpersonal communication

This field covers a wide range of activities where interpersonal information-sharing takes place. This may include various workshops, seminars and other publicly held events including exhibitions and other art events through which GBV topics can be presented to the widest target audiences.

COMMUNICATION TOOLS

The above mentioned communication channels will have a wide selection of communication tools to be used to deliver strategic messages to the defined target audiences.

COMMUNICATION CHANNELS				
	Mass Media	Knowledge and promo materials	E-communication*	Interpersonal communication
C O M M U N I C A T I O N T O O L S	Video clips and PSAs;	Press-releases	Regional electronic networks	Roundtables
	Thematic TV and radio talk shows;	Fact-sheets		Conferences
	TV and radio debates;	Research summaries		Workshops
	Documentary and thematic movies;	Analytical reports		Seminars
	Interviews;	Hard copy thematic publications		Participation in thematic workgroups
	Articles in newspapers;	Booklets		Art exhibitions
	Newspaper thematic issues;	Promo materials: pens, notepads, bookmarks, etc.		Thematic concerts
	Press-conferences;			

* Due to the fact that the above mentioned table features the present communication tools which can be directly employed by the project, those envisaged within E-communication (E-newsletters, Web-site, Electronic list serves, and online events) were not mentioned as they were not included in the project budget. However, they are to be considered in the future.

MONITORING

UNFPA CGBV project is responsible for the overall implementation of the project advocacy and communication activities. Reporting on the implementation status of advocacy and communication activities will be a part of monthly reports prepared by the project, submitted to UNFPA Armenia and Turkey offices as well as shared with regional colleagues in Georgia, and Azerbaijan.

Feedback is a very important monitoring tool which will allow assessing the effectiveness of its strategy implementation. Feedbacks are collected as a follow up to the conducted event including public events, workshops, seminars, trainings and etc. In order to ensure a two-way communication flow, i.e. to the target audiences from the project and vice versa, and to monitor the success of the implemented activities, a feedback from the audiences will be initiated.

Media coverage of the major events and campaigns will be implemented within the framework of the project. It can be considered as an important means of assessing whether strategic messages targeting Mass Media have been properly interpreted into Mass Media products delivered to the public.

ADVOCACY AND COMMUNICATION STRATEGY
ANNUAL WORK PLAN 2008
(August – December)

PLANNED ACTIVITIES	INDICATORS / SOURCES	RESULTS
<u>Education/Information meetings + Victim Information Meetings for women, men, youth and victims</u>	<u>Indicators:</u> 56 trainers trained. <u>Sources:</u> Training registry	→ 12 + 48 educators trained
<u>Project outreach activities: Design, printing and distribution of knowledge and info. Materials (fact sheets, press releases, success stories, project promo materials), mass media coverage</u>	<u>Indicators:</u> - Fact sheet on GBV and project activities - N of Press releases issued; - N of success stories developed; - N of info. Pieces in print media; - N of thematic TV programs on gender and GBV aired	→ Fact sheet on GBV and project activities designed; → 125 copies printed → 4 press releases issued → 1 success story developed → 20 pieces of Info published → 15 TV programs aired
<u>*Campaign-1 (tied to the "16 Days of activism against gender violence" campaign): Gender + GBV</u>	<u>Indicators:</u> - 1 video on gender and GBV shot and broadcasted on TV channels; -1 thematic newspaper published and distributed among population at large N of articles published N of TV	→ 1 PSA on GBV shot and broadcasted on National TV and regional 28 TV channels → 5000 copies of "Women and politics" newsletter developed, published and distributed among population → 2 TV talk-shows aired → 1500 info leaflets on GBV and 16 days → 1000 bookmarks on GBV and 16 days developed and distributed
<u>Creation and maintenance of e-library, stakeholder database and e-distribution of materials of common interest</u>	<u>Indicators:</u> - N of materials in e-library; - N of registered organizations; - N of e-mail addressees reached;	→ 75 e-materials in the library → 45 NGOs → 300 e-mail addresses
<u>"Project chronicles" electronic bi-monthly newsletter on CGBV project achievements</u>	<u>Indicators:</u> - N of issues released - N of e-mail addressees reached;	→ 2 regular issues → 1 special issue dedicated to the 16 days campaign in Armenia

* the campaign was funded from additional sources raised from UNFPA, other UN agencies, international organizations and business.

ADVOCACY AND COMMUNICATION STRATEGY
ANNUAL WORK PLAN 2009
(January – December)

Objectives:

- Create, maintain and update electronic and hard copy databases of knowledge and information materials on GBV and gender issues to serve as reference and expertise sources for the project activities;
- Carry out awareness raising campaigns targeting knowledge building and awareness raising on GBV and gender issues among target groups;
- Produce and update promotional and information materials including project website to serve as the major platform for dissemination of information on GBV;
- Establish and promote networking among multiple players in the field of combating GBV on local and regional levels to create a broader base for support in advocacy and resource mobilization;
- Create and facilitate electronic professional networks to promote communication and cooperation in the field;
- Promote exchange of work experiences, best practices and lessons learnt among project's regional offices as well as professionals and experts dealing with GBV;

PLANNED ACTIVITIES	INDICATORS	RESULTS
<u>Publishing of bi-monthly "Project Chronicles" E-Newsletter</u>	<ul style="list-style-type: none"> → 1 - newsletter issued every second month; → N of e-mail addresses reached; 	<ul style="list-style-type: none"> → 5 issues of the newsletter prepared and disseminated among more than 500 e-mail addresses in Armenia and abroad
<u>Printing and dissemination of fact sheets, success stories, press releases, info. kits; mass media coverage</u>	<ul style="list-style-type: none"> → N of fact sheets printed and disseminated; → N of Success stories issued; → N of Press Releases issued; → N of published project materials designed and distributed; → N of project info. materials placed on the national and regional websites; → N of info. pieces on the project activities and GBV in Print Media; → N of thematic TV programs on gender and GBV aired; 	<ul style="list-style-type: none"> → 1300 fact sheets on GBV as well as CGBV project activities printed and disseminated among public at large → 2 success stories issued → 4 press releases issued → More than 1000 copies of project materials designed, printed and distributed → CGBV Regional and National websites operated → More than 25 pieces of information on CGBV activities printed and posted in and via electronic media → More than 15 TV programs on gender and GBV aired
<u>Creation and maintenance of E-library, partners' database and e-distribution of info. materials</u>	<ul style="list-style-type: none"> → N of materials in E-library; → N of registered organizations; → N of e-mail addresses registered 	<ul style="list-style-type: none"> → More than 75 titles are in place → List of more than 45 organizations is in place → More than 500 e-mail addresses registered

<u>Design, printing and dissemination of a special publication on 16 days campaign 2008 in Armenia</u>	<ul style="list-style-type: none"> → 1 special publication on 16 days campaign in Armenia designed, issued and disseminated; → Number of copies distributed 	<ul style="list-style-type: none"> → 200 copies of Armenian and English versions were prepared and disseminated in April
<u>Post scoring, duplication, dissemination and screening of “Women on the frontline” documentary series (prepared by UNFPA and UNFEM in 2008)</u>	<ul style="list-style-type: none"> → N of parts post scored → N of copies distributed → N of releases organized 	<ul style="list-style-type: none"> → 7 parts of the documentary post scored and duplicated → More than 50 copies distributed → 20 releases organized
<u>Duplication and Dissemination of PSA on domestic violence(prepared in 2008)</u>	<ul style="list-style-type: none"> → N of copies of PSA on domestic violence duplicated and disseminated; 	<ul style="list-style-type: none"> → 80 copies PSA duplicated and disseminated throughout Armenia
<u>Awareness raising meetings with population in general</u>	<ul style="list-style-type: none"> → N of awareness raising meetings conducted; → N of men, women and youth participants; 	<ul style="list-style-type: none"> → 90 AR events organized → More than 1800 men, women and young people participated
<u>Design, printing and dissemination of 2008 -2009 Annual report on CGBV project implementation</u>	<ul style="list-style-type: none"> → 1 Annual Report on CGBV project implementation designed; → N of publication copies issued and distributed; 	<ul style="list-style-type: none"> → 2008 -2009 Annual report on CGBV project implementation designed → 400 copies (200 in Armenian and 200 in English) of the CGBV annual report printed and disseminated in Armenia and abroad
<u>Regional / Armenian CGBV project website preparation, launching, update</u>	<ul style="list-style-type: none"> → 1 regional Armenian CGBV project website designed, launched and updated; 	<ul style="list-style-type: none"> → CGBV Regional and National websites operated www.genderbasedviolence.net www.genderbasedviolence.am
<u>Publishing of the “Perspectives to reach gender equality in Armenia: Political and legal aspects” conference materials</u>	<ul style="list-style-type: none"> → 1 collection of “Perspectives to reach gender equality in Armenia: Political and legal aspects” conference materials designed; → N of publication copies issued and distributed; 	<ul style="list-style-type: none"> *Will be prepared and printed in 2010

<u>Awareness raising and capacity building workshops for Priests of Armenian apostolic church</u>	<ul style="list-style-type: none"> → N of seminars conducted → N of priests participated 	<ul style="list-style-type: none"> → 2 seminars conducted → 2+20 priests participated
<u>Awareness raising and capacity building workshops for independent journalists and mass media representatives</u>	<ul style="list-style-type: none"> → N of awareness raising and capacity building workshops for independent journalists and mass media reps. conducted; → N of journalists and mass media reps. participated; 	<ul style="list-style-type: none"> → 4 awareness raising and capacity building workshops for independent journalists and mass media reps. conducted → 60 journalists participated
<u>Round table discussions with participation of international and national organizations working in the field of GBV prevention and mass media representatives</u>	<ul style="list-style-type: none"> → N of meetings held; → N of. participants; 	<ul style="list-style-type: none"> → 3 RT organized → More than 50 reps of international and national organizations working in the field of GBV prevention and mass media representatives
<u>Education/Information meetings for victims of violence</u>	<ul style="list-style-type: none"> → N of education/information meetings for victims of violence conducted; → N of participants; 	<ul style="list-style-type: none"> → 10 education/information meetings for victims of violence conducted; → 250 participants
<u>Round table discussions with MPs and policy makers presenting the findings of GBV Survey, campaigns and project progress</u>	<ul style="list-style-type: none"> → N of roundtables held; → N of participants; 	<ul style="list-style-type: none"> → 2 RT_discussions with MPs and policy makers were organized → 40 participants
<u>A public campaign for male involvement in combating GBV within the framework of 16 Days campaign</u>	<ul style="list-style-type: none"> → 1 campaign for male involvement in combating GBV within the framework of 16 Days campaign carried out; → 1 video prepared and broadcasted on TV channels; → 1 thematic newspaper published and distributed; → N of TV programs reflecting on the campaign topic broadcasted; → N of Press Releases issued; → N of info. pieces in Print Media; 	<p><u>In 2009 a Nation-wide “WHITE RIBBON” campaign on male involvement in anti-GBV activities</u> was organized in Armenia. The following activities were implemented within the framework of the campaign:</p> <ul style="list-style-type: none"> • printing and distribution of information materials: Brochures and ,leaflets on the origins of the campaign, forms of gender-based violence and main challenges in the field;(2000 copies) • Development of the PSA “A Strong Man Will Never Abuse a Woman” that focuses on the topic of male involvement in combating violence against women; The PSA was demonstrated on LCD screens in the stations of Yerevan metro and other public places that feature LCDs, as well as aired on all regional and national TV channels of Armenia starting from November 25, 2009.

		<ul style="list-style-type: none">• Printed banners that fall in line with the PSA's message and topic, and placed around the city's centre and main driving routs during one month starting from November 25, 2009.• A Press conference on the occasion of 16 days and White ribbon campaign was held on November 25, 2009,• More than 60 events and awareness raising meetings in 11 Armenian marzes, including the capital, Yerevan. were organized in November – December 2009 <p>→ More than 20 thematic TV airings focusing on violence against women, male participation in anti-GBV movement and gender equality issues were broadcasted throughout Armenia in November – December 2009</p>
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ADVOCACY AND COMMUNICATION STRATEGY
ANNUAL WORK PLAN 2010-2011
(January 2010– March 2011)

NEW

Objectives:

- Create, maintain and update electronic and hard copy databases of knowledge and information materials on GBV and gender issues to serve as reference and expertise sources for the project activities;
- Carry out awareness raising campaigns targeting knowledge building and awareness raising on GBV and gender issues among target groups;
- Produce and update promotional and information materials including project website to serve as the major platform for dissemination of information on GBV;
- Establish and promote networking among multiple players in the field of combating GBV on local and regional levels to create a broader base for support in advocacy and resource mobilization;
- Create and facilitate electronic professional networks to promote communication and cooperation in the field;
- Promote exchange of work experiences, best practices and lessons learnt among project's regional offices as well as professionals and experts dealing with GBV;

PLANNED ACTIVITIES	TIMEFRAME					INDICATORS / SOURCES	PLANNED BUDGET
	Q 1	Q 2	Q 3	Q 4	Q 5		
<u>Electronic Newsletters</u> <ul style="list-style-type: none"> • Bi-monthly "Project Chronicles" • Regional newsletter "Combating gender based violence in the South Caucasus" 	X	X	X	X	X	→ 1 - newsletter issued every second month; → 1 regional newsletter published in July 2010; → N of e-mail addresses reached; <u>SOURCE:</u> mailing lists, feedbacks and comments from registered users	\$ 500.00
<u>Information dissemination</u> <ul style="list-style-type: none"> • Printing and dissemination of fact sheets, success stories, press releases, info kits, etc • Articles in newsletters, TV and radio programs, talk shows, etc 	X	X	X	X	X	→ N of fact sheets printed and disseminated; → N of Success stories issued; → N of Press Releases issued; → N of published project materials designed and distributed; → N of project info. materials placed on the national and regional websites; → N of info. pieces on the project activities and GBV in Print Media; → N of thematic TV programs on gender and GBV aired; <u>SOURCE:</u> media monitoring, registry of published materials	\$1,000.00
<u>Monitoring of Mass Media on GBV Coverage</u> <ul style="list-style-type: none"> • Monitoring • Presentation of the results of Armenia Mass 			X			→ N of print and electronic newspapers reviewed → N of participants <u>SOURCE:</u> participants' registries	\$4,000

media monitoring							
<u>Design, printing and dissemination of a special publication on “16 days” and “White ribbon” campaigns in 2009</u>	X					→ 1 Report designed; → N of copies issued and distributed SOURCE: registry of published materials	\$1,300
<u>Design, printing and dissemination of a special publication on “16 days” and “White ribbon” campaigns in 2010</u>					X	→ 1 Report designed; → N of copies issued and distributed SOURCE: registry of published materials →	\$1,300
<u>Design, printing and dissemination of 2009 -2010 Annual report on CGBV project implementation</u>		X	X			→ 1 Annual Report on CGBV project implementation designed; → N of publication copies issued and distributed; SOURCE: registry of published materials	\$3,200.00
<u>Design, printing and dissemination of CGBV project Final Report</u>					X	→ 1 Final Report on CGBV project implementation designed; → N of publication copies issued and distributed; SOURCE: registry of published materials	\$3,200.00
<u>Awareness raising meetings on Gender and GBV (in cooperation with the Consortium of NGOs)</u>			X	X		→ N of awareness raising meetings conducted; → N of men, women and youth participants; SOURCE: participants' registries	\$40,000.00
<u>Awareness raising and counseling meetings of priests with parishioners (in cooperation with FBO)</u>			X	X		→ N of communities covered → N of awareness raising meetings conducted; → N of parishioners reached; SOURCE: participants' registries	\$10,000.00
<u>Design, printing and dissemination of an information brochure on Christian understanding of anti-GBV approaches (in cooperation with FBO)</u>			X	X		→ N of copies printed and disseminated → N of marzes covered	\$4,000
<u>Education/Information meetings for victims of violence</u>			X	X		→ N of information meetings conducted; → N of victims of violence reached; SOURCE: participants' registries	\$7,000.00

<u>Awareness raising and capacity building workshops for independent journalists and mass media representatives</u>			X	X		→ N of awareness raising and capacity building workshops for independent journalists and mass media reps. conducted; → N of journalists and mass media reps. participated; <u>SOURCE:</u> workshop registries	\$1,500.00
<u>Round table discussions with participation of international and national organizations working in the field of GBV prevention and Mass Media representatives</u>		X	X	X	X	→ N of meetings held; → N of. participants; <u>SOURCE:</u> participants' sign-up sheets	\$850.00
<u>Round table discussions with MPs and policy-makers presenting the findings of GBV Survey, campaigns and project progress</u>			X	X	X	→ N of roundtables held; → N of participants; <u>SOURCE:</u> participants' registries	\$750.00
<u>Manuals on Gender and GBV Prepared, published and disseminated</u>		X	X	X	X	→ N of Manuals prepared → N Manuals published and disseminated; <u>SOURCE:</u> registry of published materials	\$4,000.00
<u>Publication of the International conference on gender equality materials</u>						→ Number of articles → Number of copies printed and disseminated	\$1,700
<u>Regional information and experience sharing events, conferences, meetings</u>				X	X	→ N of roundtables, meetings and sessions held; → N of participants; <u>SOURCE:</u> participants' registries	\$6,500.00
<u>Press conference on the occasion of the Regional training on male involvement in advancing gender equality and combating GBV</u>		X				→ N of journalists invited → N of articles issued/published → N of TV and radio news aired <u>SOURCE:</u> participants' registries, newspapers, TV, radio news	\$1,000
<u>Special event on the occasion of the World Population Day</u>			X			→ N of journalists invited → N of participants → N of articles printer → <u>SOURCE:</u> participants' registries, newspapers, TV, radio news	\$0,0
<u>Presentation of the National action plan on combating GBV</u>						→ N of journalists invited → N of participants	

					→ N of articles printer → SOURCE: participants' registries, newspapers, TV, radio news	
<u>Awareness raising meetings for students and academia</u>		X	X		→ N of meetings held; → N of participants; SOURCE: participants' registries	\$300,0
PUBLIC CAMPAIGN ON NATION-WIDE SURVEY FINDINGS						
Design, publication and dissemination of the Report on the Survey Findings		X	X		→ 1 Report designed; → N of Armenian and English copies published and distributed; SOURCE: registry of published materials	\$3000
Preparation, duplication and dissemination of PSA/short documentary on the Survey Findings		X	X		→ 1 PSA/short documentary on survey findings prepared, duplicated and disseminated; SOURCES: media monitoring	\$2800
Awareness raising events throughout Armenia		X	X	X	→ N of awareness raising events conducted; → N of men, women and youth participants; SOURCE: participants' registries	\$1200
Coverage in Mass media			X		→ N of newspaper publication printed; → N of thematic TV programmes aired; SOURCES: media monitoring	\$0,0
PRESENTATION OF THE FOCUSED SURVEYS						
Design, publication and dissemination of the Report on the Survey Findings Presentation of the focused surveys					→ N of reports designed, published and disseminated; SOURCE: registry of published materials	\$1,500.00
Presentation of the focused surveys				X	X	→ Number of participants → N of awareness raising events conducted;
Coverage in Mass media				X	X	→ N of newspaper publication printed; → N of thematic TV programmes aired;

						<u>SOURCES:</u> media monitoring	
PUBLIC CAMPAIGNS ON 16 DAYS OF ACTIVISM AND MALE INVOLVEMENT							
<u>Awareness raising events carried out within the framework of 16 Days of Activism and Male involvement campaigns</u>			X	X		→ N of press conferences invited → N of awareness raising events conducted; → N of men, women and youth participants; <u>SOURCE:</u> participants' registries	2,500
<u>Preparation, duplication and dissemination of PSAs within the framework of 16 Days and Male involvement campaigns</u>			X	X	X	→ 2 PSAs duplicated and disseminated; <u>SOURCES:</u> media monitoring	\$5000
Coverage in Mass media				X		→ N of newspaper publication printed; → N of thematic TV programmes aired; <u>SOURCES:</u> media monitoring	\$500
National Armenian CGBV project website							
<u>Preparation, update</u>	X	X	X	X	X	→ Armenian and English versions posted → Number of materials uploaded <u>SOURCE:</u> weekly checkups of the website	\$2,000.00
<u>Presentation of the website</u>		X				→ N of journalists invited → N of participants <u>SOURCE:</u> participants' registries, newspapers, TV, radio news	\$500
<u>Design, printing and dissemination of the Information leaflet in Armenian and English</u>		X				→ N of leaflets prepared and disseminated	\$700
<u>Creation and maintenance of E-library,</u>	X	X	X	X	X	→ N of materials in E-library; <u>SOURCE:</u> library, mailing lists	\$ 5,000
Total allocated for Communication and Advocacy							\$ 105,500.00

RISKS AND FUTURE ACTIVITIES

RISKS

There are certain risks associated with the implementation of the project.

On the local level, there is a risk that efforts of other organizations or groups of organizations in the field of combating GBV, on the contrary, might lead to formation of negative perceptions in and resistance to the topic of GBV from the population due to wrong and/or unclear messages resulting from culturally insensitive approaches to this issue. If that be the case, the project will face serious obstacles for achieving its strategic goal and objectives in view of the created biased public opinion unfavourable for implementation of the project activities. Thus, lack of the popular support from the target groups can become a dominating negative factor to impede creation of enabling environment for combating GBV in Armenia.

Another risk is associated with the shift in priorities of development paradigm which might result in loss of political will and commitment of the government on local level. Especially, this drastic change can take place if donor community, the main funding source for activities in this field, redirects its attention and resources towards other development issues in the country. This is the main potential risk that comes with donor-driven support.

Taken into account the recent political development in the country, there is also a risk of set back in the project activities implementation if the political situation gets destabilised.

FUTURE ACTIVITIES

Future activities are to be designed based on the evaluation of the activities and events conducted within the framework of the present AWP. However, there are important strategic entry points that need to be considered while designing future 2010-2011 AWP activities.

First of all, certain activities need to fill in the gap in the field of e-communication and certain budget resources should be allocated for this purpose. These activities include:

- Preparation and launching of the project web-site;
- Electronic list serves;
- Creation and facilitation of regional electronic networks;
- Conducting on-line events including discussion forums, chats, etc.

Overall, success of the project is also to be secured by keeping high level of public interest towards the issues of GBV. This can be done through periodically conducted awareness raising campaigns which could include:

- ✓ Official launching of campaigns with celebrities and public figures;
- ✓ Competition for campaign materials among young journalists and artists;
- ✓ TV-clips on the topics of gender, gender sensitivity, gender discrimination, HR and women's rights, GBV;
- ✓ Series of radio programmes on gender, women's human rights and GBV;
- ✓ Quarterly published regional "Project news" (preferably in Russian);
- ✓ Evaluation meetings on national and regional level.