



# TOGETHER AGAINST GENDER STEREOTYPES AND GENDER-BASED VIOLENCE

#eu4genderequality

Key results of the  
3<sup>rd</sup> implementation year

Implementation period  
March 2020 - June 2023



Funded by  
the European Union



Youth debates in Moldova,  
dedicated to promoting  
gender equality.  
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Bicycle race from Ijevan Family Corner, International Day of Families celebration event, May 2022.  
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Given the pushback against gender equality in the region, as well as challenges created by the COVID-19 pandemic, the war in Ukraine, military tensions on the Armenia-Azerbaijan border, and the deteriorating socio-political situation in Belarus, the work on shifting harmful gender stereotypes has become even more critical than before.

Russia's full-scale invasion of Ukraine has led to the biggest humanitarian crisis in Europe since World War II with serious consequences for women and girls. Nearly 8 million refugees fled Ukraine, and 5,4 million people are internally displaced.<sup>1</sup> Women make up 90% of those who have fled the country.<sup>2</sup> Women's care burden has increased significantly, with war-induced challenges being compounded by the remaining COVID-19 adversities. Reports also indicate that there has been an increase in cases of domestic violence and sexual violence, as well as the use of rape and sexual violence as weapons of war.<sup>3</sup> The war has also had an impact on women's economic opportunities. Women who were already in vulnerable economic situations have been further marginalized.

In its third year of implementation, the regional programme 'EU 4 Gender Equality; Together against gender stereotypes and gender-based violence', funded by the European Union (EU) and implemented jointly by UN Women and UNFPA, adapted to these new challenges by responding to some of the most acute needs in the region, while continuing its work to change harmful gender stereotypes, engage men in care work, and eradicate violence against women and girls. The programme has been active in Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. During its third implementation year (March 2022 - February 2023), the programme reached almost 5 million people through multiple innovative social media campaigns aimed at challenging gender stereotypes and discriminatory social norms and empowering young women and girls.

1. UNFPA, Ukraine Emergency Situation Report # 17 (15 March 2023)
2. UN Women, Rapid Gender Assessment (4 May 2022)
3. *Ibid*

# HIGHLIGHTS OF KEY RESULTS

## Shifting societal perceptions around gender stereotypes and patriarchal norms which limit women's rights

- Around 4,8 million people were reached through multiple innovative campaigns on social media to challenge gender stereotypes and discriminatory social norms.
- 11,500 women and men increased their understanding of gender equality and gender stereotypes as a result of multiple partnerships with civil society organizations (CSOs) and small grant projects.
- 1,317 people have become local advocates for gender equality and non-discrimination.
- 13 civil society organizations implemented small grant projects in the programme countries that involved a variety of activities, applying different strategies and approaches to address harmful gender norms and stereotypes.
- In response to the war in **Ukraine**, activities within the project were adjusted to address the immediate needs of women and girls fleeing the war including refugee women, youth and children. In **Ukraine**, almost 23,000 teenagers gained knowledge on mental self-care to prevent post-traumatic stress disorder through the [Mindcraft](#) Telegram chatbot which was viewed more than 5 million times.
- Over 700 Ukrainian women accessed mentoring through the platform [BUD'](#) with 22 women getting new jobs and 192 still continuing their professional development. Around 2 million people were reached through nine career building webinars.
- 30 women and girls with disabilities in **Armenia** increased their knowledge and accessed tools to advocate for their rights. 60 media representatives learned interview techniques for rights-based media coverage for people with disabilities. Over 6,000 people in **Moldova** increased their awareness of the stigma and discrimination people with disabilities face in everyday life.
- 60 women in rural areas of **Azerbaijan** increased their knowledge on how to launch their businesses and be digital entrepreneurs, with 25 women further accessing assets to improve their businesses.
- In close cooperation with the Ministry of Education, around 2,000 primary school teachers and 17 school textbook authors in **Georgia** improved their understanding around gender sensitive pedagogy and how to eliminate harmful social norms and stereotypes in the education system.
- 20 religious leaders increased their knowledge on how to address gender-based violence through pre-marital counseling, as a result of the project's cooperation with faith-based organizations in two districts of **Moldova**.



Father and his child in the  
Fathers School in Georgia.  
© MenCare/Irakli Chelidze

## Increasing men's involvement in the caretaking of their children and participation in fathers' programmes and patriarchal norms which limit women's rights

- Around 1,600 men attended 13 newly established Fathers' Schools in Azerbaijan, Georgia and Moldova.
- Over 11,5 million people from all six project countries increased their awareness on the importance of men's caretaking responsibilities through various communication and advocacy initiatives.
- Successful partnership and advocacy with Government entities were secured to ensure institutional sustainability of Fathers' Schools in Azerbaijan and Ukraine.
- Papa Schools Sessions were officially incorporated into the state credit system of continuing education for health professionals in Armenia; in Ukraine, the State Strategy on Equal Rights and Opportunities of Women and Men until 2030 was adopted in August 2022, institutionalizing promotion of responsible fatherhood, paternity leave and equal sharing of chores.
- Over 300 health professionals and family centre specialists from the six programme countries increased their knowledge on the importance of engaging men during pregnancy and childbirth and on promoting active fatherhood.



Quiz game event on promotion of gender equality and prevention of gender-based violence in Moldova.  
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## Preventing gender-based violence by initiating or improving evidence-based violence prevention programmes targeting domestic violence perpetrators

- The [Regional Guidance on Working with Perpetrators of Domestic Violence and Early Intervention, Eastern Partnership Region](#) was produced in partnership with the European Network for the Work with Perpetrators of Domestic Violence.
- Armenia set a foundation for successful development of a pilot program targeting perpetrators by establishing a partnership with a Probation Service under the Ministry of Justice of Armenia.
- In Georgia, 83 probationers and 37 convicts completed a behaviour correction programme for perpetrators.
- In Moldova, 49 local and district members of a multidisciplinary team (police, probation workers, social workers, health care providers) increased their knowledge on the provision of services targeting perpetrators of violence.
- In Ukraine, 40 professionals from TatoHubs increased their knowledge of the newly developed course on gender-based violence (GBV) prevention with a focus on dismantling gender stereotypes and power abuse as a root cause of GBV.

# NEXT STEPS

- Finalize follow-up assessment of harmful gender norms and stereotypes in the Eastern Partnership countries.
- Continue supporting and facilitating the work of schools for fathers in Armenia and Azerbaijan, and strengthen efforts for sustaining the results achieved in Georgia.
- Work with TatoHubs as family-friendly centres for community resilience building and social mobilization in Ukraine.
- Preserve the human potential of Belarusian CSOs by supporting their initiatives and specialists promoting gender equality, changing stereotypes, and the involvement of fathers in childcare and housework.
- Develop training for social workers and psychologists based on pilot program targeting perpetrators of domestic violence in Armenia and develop a pilot program for perpetrators of domestic violence based on the Regional Guidance in Azerbaijan. Develop preventive and rehabilitation programmes and services for perpetrators in Belarus.
- Continue implementing gender-responsive innovative communication and media campaigns.
- Further advocate for family-friendly policies to promote paternity leave in Georgia, and support companies in development and implementation of family friendly policies and programmes in Belarus.
- Continue advocacy for integration of gender transformative approaches in healthcare settings in Azerbaijan and Georgia.



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