



# CHANGE Plus – Kick-Off Meeting Introduction

TERRE DES FEMMES, Berlin

3 - 4 March, 2016

Project Coordination

[change@frauenrechte.de](mailto:change@frauenrechte.de)

Linda Ederberg



This project is co-funded by  
the European Union



## Why? The Objectives

- CHANGE Plus aims at
    - raising awareness, changing attitudes, and promoting behaviour change on Female Genital Mutilation (FGM) in practising African communities in four EU Member States (Germany, Netherlands, Portugal, France)
- through
- empowerment of community members (WS 2,3)
  - community assessment, (WS1)
  - capacity development/ mutual learning (WS2, WS 3)
  - exchange of good practices (WS 0-4)



This project is co-funded by  
the European Union



## What? The Activities

- Participatory research conducted in communities in Hamburg, behaviour change activities designed and assessed in communities in France, Portugal, and Hamburg (WS1)
- 48 community members trained as CHANGE Agents, who implement 144 behaviour change activities (WS2)
- 8 experienced community members trained as "CHANGE Champions" who implement 48 activities, mentor CHANGE Agents, participate in local/national and EU advocacy events (WS3)
- Project results disseminated to public, national stakeholders, EU-stakeholders and decision-makers (WS4)



## Who? The Partnership

- TERRE DES FEMMES, Plan and FSAN have been partners in CHANGE
  - New partners: EquiPop, APF, Aidos, Coventry University and End-FGM
  - Coventry, APF, and FSAN have worked together in REPLACE 2
  - Most of the organisations are members of End-FGM, Aidos is vice-president
  - Associated partners in Burkina Faso and Mali
- New partners please make use of knowledge and skills of CHANGE experienced partners
- Make use of existing ties and cooperation structure to discuss project issues



Promoting behaviour change



This project is co-funded by the European Union

# When? The Timeline

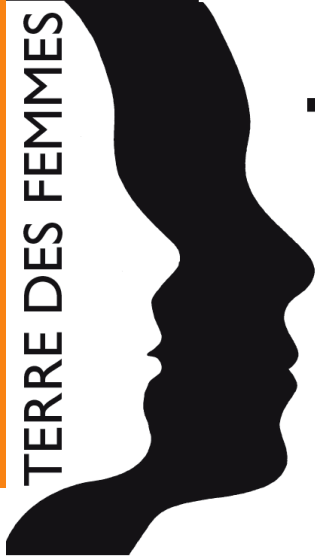
- WS 1: Evaluation starts now, continuous process
- WS 2: Training for CHANGE Agents in 2<sup>nd</sup> half of 2016, Behaviour Change Activities in 2017
- WS 3: Training for CHAMPIONS in 2016, Behaviour Change Activities in 2016/17, Advocacy Work in 2017
- WS 4: Dissemination starts now, continuous process

TIMELINE of CHANGE Plus																													
Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24					
WS 0	EC/Daphne Kick-off meeting																												
	Project Kick-off all partners meeting																												
Project Monitoring & Financial Management																													
Midterm Report											Final Report																		
WS 1	Development of module for Training Manual 'Analysis and Evaluation'					Community mapping in Homburg											Defining appropriated behaviour change activities					Evaluation of behaviour change activities							
	Evaluation of training & leadership training					Evaluation all partners meeting					Project Evaluation Report																		
WS 2	Development of gender module for Training Manual		Adjustment Training Manual																										
	Recruitment of CHANGE Agents					CHANGE Agent Training								Behaviour change activities										Public Certification Events for CHANGE Agents					
	Training material					Material for behaviour change activities					Exchange Meetings with CHANGE Agents																		
	FGM Prevention Brochure					European Exchange Meeting (CHANGE Agents+Champions)																							
Coordination all partners meeting																													
WS 3	Identification CHANGE Champions	Leadership training to be CHANGE Champion											Participation at roundtables/advocacy meetings																
	Behaviour change activities of CHANGE Champions with CHANGE Agents											Mentoring of CHANGE Agents																	
	Behaviour change activities											Advocacy all partners meetings																	
Website, Communication and media activities																													
WS 4	Participation in 4 European-level events																												
	Dissemination (END FGM Network)																												
	END FGM Network Meeting					END FGM Network Meeting					END FGM Network Meeting					END FGM Network Meeting					END FGM Network Meeting								
	Press conference											Journalists' meetings															Press conference		
CHANGE Plus conference																													



Promoting behaviour change

TERRE DES FEMMES



Thank you for your attention!

**TERRE DES FEMMES e.V.**

Human rights for women  
Brunnenstraße 128  
13355 Berlin  
Tel.: 030/40 50 46 99 - 26

[change@frauenrechte.de](mailto:change@frauenrechte.de)  
[www.frauenrechte.de](http://www.frauenrechte.de)



This project is co-funded by  
the European Union