

Workstream 4: Dissemination of project

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End FGM European Network

To recap:

- 16 orgs, mainly NGOs across 11 countries within the European Union
- 18 months old! We are young but...
- ... set up by partners of the Amnesty International End FGM European Campaign (2009 to 2014)
- We have close relationships and understanding with the European Union institutions, national governments, professionals, European networks, media
- UEFGM, Men Speak Out, Change Plus : golden combination!

WHY DISSEMINATE?

- Outreach to more communities, professionals and decision makers
- Enhancing fundamental rights and justice across Europe
- Share common tools and exchange best/promising practice and interesting initiatives
- More likely to ensure sustainability of results and funding in the longer term

WHY COMMUNICATE?

- This is a pioneering project! Let's shout about it
- Outreach to communities, including communities in Africa (Twitter, for example)
- Sustainability of funding
- Fundamental to our call on communities being part of the solution and prevention on ending FGM
- Creates a coordinated approach to ending FGM across Europe and beyond

TOOLS FOR DISSEMINATION

- Media and communication: 6 press releases , 2 press conferences in Berlin (half way through project and at end of project)
- Social media: all partners and End FGM (hashtag #ChangePlus)
- Newsletters (all partners)
- Change Plus website
- Video clip on impact of behaviour change activities (subtitles in five languages)
- Printed copies of the training manual **NOW READY**
- Prevention brochure **NOW READY**
- European exchange meeting for agents/champions

HOOKS FOR DISSEMINATION/ COMMUNICATION

- Key dates (6 Feb, 8th March, 25 November to 10 December)
- Network or partner meetings (have you all taken photos and Tweeted or posted on Facebook today?)
- Community change agent training sessions (REAL STORIES INSPIRE ACTION)
- News? Did something happen in the media? Use it as a hook to shout about ChangePlus!
- Advocacy meetings (potentially)

Network Planning 2016 (September to December)

- Presentation 12th October at UK National FGM Centre conference will include Change Plus
- Meeting with national authorities at EU and Council of Europe level will introduce them to Change Plus
- 16 Days of Activism on Gender based violence (25 November to 10 December) will include social media actions and meetings on Change Plus (this comms plan can be shared)
- We can share detailed Communications plan on these actions to project partners

Network Planning 2017

- **European Commission year of focused actions on violence against women in 2017**
- **NB:** It is not a [European year](#). The last one took place in 2015 and was the year on development. In 2016, there has not been a European Year.
- The actual content of the year is currently being decided. It is being discussed if there should be a campaign at EU level. The launch of the year might be announced on the 25/11 this year. Once we have further information, we will plan meetings and actions accordingly

NETWORK PLANNING 2017 (cont)

- **Maltese Presidency of the Council of Ministers (January-June 2017).** Violence against women is a priority. They will be organising a Conference on violence against women that will take place in February next year (3/02/2017, tbc).
- Opportunity for dissemination communication, advocacy meetings
- Network plans to present Change Plus at 3 EU level events in 2017

Presentation of Project in 2017 End FGM Network meetings

- Network General Assembly held once per year
- 1 Knowledge sharing seminar, 1 capacity building event per year
- So plenty of opportunity to update members on the project and enhance cooperation and exchange of best/promising practice

ADVOCACY MEETING IN BRUSSELS FOR CHANGE CHAMPIONS

- Vital ! Decision makers do not want to hear from me, they want to hear from the communities affected by FGM
- We have access to all big institutions
- They all have influence and impact on sustainability of funding, provision of services in different ways, monitoring of implementation so we need to reach out to all of them in different ways
- Remind them of the obligations already made! Change champions and agents are in a perfect position to do this because they speak from direct experience

ADVOCACY MEETING PLANNING 2017

- We need to start planning now to ensure Change Agents and Champions are well prepared
- Mixture of institutions (Council, Parliament, Commission)
- Meetings around key dates or key meetings will be more effective
- New products to show also a good hook

Month 18/ September 2017: this gives us time to have clear, coordinated messaging. **Is this date OK for partners?**

JOURNALIST MEETING IN BRUSSELS

- Champions/agents will need support in media training ahead of this.
Need to start planning now
- Media presence of international, EU and national outlets for wide outreach

UNITED WE STAND

- ...we all have to disseminate and communicate
- Partners also have a duty to disseminate at national level and distribute information through website and social media channels
- Coordinated messaging will have biggest impact and reach our target audiences : share our communication and dissemination plans

THANK YOU

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