JUST/2015/ACTION GRANTS

ANNEX 1

PROJECT DESCRIPTION AND IMPLEMENTATION

Name of the Applicant organisation	National Women's Council of Ireland
Project Title	Ending Sexual Harassment and Violence in Third Level Education (ESHTE Project)
Priority reference	Prevent and combat sexual harassment and sexual violence against women and girls in universities

PART 1 – GENERAL DESCRIPTION OF THE PROJECT AND APPLICANT ORGANISATION

1.1. Summary of the project *(max. 4000 characters)*

Describe briefly the project's objectives and activities, the type and number of persons who will benefit from the project, the expected results and the type and number of outputs to be produced.

This should be identical to the summary contained in section 4.3 of the *Grant Application Form*.

Note: You are requested to include information under all headings mentioned below and to respect the limit of 4000 characters indicated above.

Objectives
"To prevent and combat sexual violence and harassment (SVH) and build a culture of zero tolerance in universities and 3rd level institutions (UTLIs) throughout Europe through building; a feminist understanding and analysis, of the causes and effects of SVH"

a. Develop understanding and recognition of sexual violence and harassment (SVH) as being rooted in gender inequality and build capacity on the part of UTLIs to combat and address it
b. Support UTLIs to articulate a clear message, commitment, set of core values, ethos procedures and protocols to build a Zero Tolerance Zone and provide opportunities for sharing models of good practice
c. Increase knowledge amongst UTLI staff, of the higher risk of SVH amongst young women and its negative impact on student's academic performance and overall well-being.
d. Raise awareness and provide information to students on; consent, the myths surrounding rape, supports available to victims, importance of reporting to the police, importance of naming and acknowledging experiences of SVH.
e. Raise awareness of the particular experiences of SVH of students with disability and students from minority ethnic groups

Activities

a. Production and dissemination of materials on rape myths, sexual assault and SVH as a crime, ways to report it and support services. Including a) A poster and postcard campaign on; rape myths, rights of victims and ways to report sexual assault as a crime b) A responsive website designed to be used on mobile phones c) A social media campaign to be undertaken in each partner country (Ireland, Lithuania, Cyprus and Scotland) d) A video, including the voices of students (including those with disability and from minority ethnic groups)
b. Production of a Toolkit on Mainstreaming SVH Intervention and Prevention in UTLIs. To include; a) Training modules for university staff, equality officers and student bodies on SVH intervention and prevention b) A template for UTLIs policy, procedures, protocols and practice c) Information on models of good practice for UTLIs and on methodologies for base line data collection and on mainstreaming good practice
c. Delivery of 2 half day pilot training sessions with UTLI representatives in each partner country (Lithuania, Scotland, Ireland and Cyprus)
d. Final European Project Conference in Dublin– Bringing together key European stakeholders and experts in the field to disseminate findings and good practice from the project
e. 3 dissemination seminars in each of the partner countries (Scotland, Lithuania and Cyprus)

Type and number of persons benefiting from the project

Female students: 300,000, Male students: 300,000, UTLI staff: 200,000, Women's Equality organisations: 400; Ministry of Education: 100, Student Unions: 500, University Organisations: 100, Multipliers (e.g. EWL): 400, Police Force: 100, EU Institutions: 100

Expected results

a. Improved performance and well-being of students & trust in university authorities
b. Decreased number of incidents of SVH
c. Increased no. of women reporting to police & seeking support
d. Increased awareness of; SVH, rape myths, meaning of consent, support for victims and reporting procedures & SVH as experienced by students with disability & from minority ethnic groups
e. Increased understanding, capacity and recognition within UTLIs of SVH, of models of good practice, procedures and protocols to combat it & an improved culture of zero tolerance
f. Improved co-operation between Key stakeholders

Type and number of outputs to be produced

a. 4 posters (1,000 copies) and 4 postcards (10,000) targeting female and male students
b. Website
c. Report on data available on prevalence of SVH in UTLIs in partner countries and 2 additional selected EU countries
d. Social media campaign & Video
e. 2 half day pilot training sessions in each partner country
f. Toolkit for UTLI staff in 3 languages with 6 training modules
g. Webinar of European experts
h. 2 focus groups in each partner country
i. Final conference
j. Dissemination seminars in 3 partner countries
k. Final Report and Evaluation Report

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We refer to 2 key pieces of European research which we believe set out clearly the need for this project.

The European Research Study "Gender Based Violence, Stalking and Fear of Crime" (http://vmrz0183.vm.ruhr-uni-bochum.de/gendercrime/pdf/gendercrime_final_report_printable_version.pdf) looked at the nature and extent of female students' experiences of sexual harassment, abuse and stalking in Germany, Poland, UK, Italy and Spain.
Some key findings were; A high prevalence of SVH amongst female students; negative effects of violence experienced by women students are of considerable significance for Higher Education Institutions; Experiences of violence and harassment have had an impact on students' academic performance; The majority of incidents go unreported and undisclosed linked to widespread preconception that violence tends to happen to under-privileged, uneducated women (difficult to reconcile with students self-image as confident, independent women).

University stakeholders stressed the importance of having;

- a clear political commitment on the part of the university towards eliminating gender-based violence, and an official declaration by the highest university authority of "zero tolerance" towards any form of gender violence. (the project will support UTLIs through awareness raising training and the availability of practical tools and resources to build a culture of zero tolerance and to develop statements of zero tolerance)
- creation of a specific protocol/procedure to prevent and respond to gender-based sexual violence at university. (the project will provide, through the toolkit, a framework for the development of such a protocol)
- collaboration between university authorities, police forces, and existing resources and services outside the university (the project will support collaboration through the establishment of a National Advisory Committee in Ireland bringing together a wide range of stakeholders and the development of a collaboration strategy/guide (as part of the toolkit), advising UTLIs of key stakeholders to be brought on board.

The research articulates the need for a strategy that targets both, students and university authorities including;

- *Information*: As a crucial means of reducing feelings of shame and guilt and thereby increasing rates of disclosure amongst students (Through the project we will provide information, challenge myths and assumptions through social media, posters and postcards, empower students, reduce feelings of shame and increase rates of disclosure amongst students.
- *A general university policy* that refuses to tolerate gender-based sexual violence. (The project will support UTLIs through training resources and other aspects of the toolkit to develop such a policy)

In 2014, The Fundamental Rights Agency undertook a survey on Violence against Women (VAW) across the 28 Member States of the European Union (EU). On most measures, violence has the highest prevalence among women who are 18–29 years old.

18% of respondents reported experiencing stalking since the age of 15. Anger, fear, feeling vulnerable and loss of confidence were among the highest emotional effects of stalking. Just 27% of respondents in the EU were aware of two organisations for victims of violence against women.

The FRA report references The *European Sourcebook of Crime and Criminal Justice Statistics* which concludes that - Given that existing studies to date all indicate that rape is grossly under-reported, this would seem to indicate that the higher the recorded figures are the more this reflects that the system for **encouraging, reporting, recording and prosecution** of rape is working.

The FRA report recommends that

- EU Member States are encouraged to develop specific national action plans on violence against women..civil society actors…can usefully be involved in the development of action plans to help ensure that these can deliver practical results for victims and are sustainable. (The project will have the potential to Influence the development of national action plans through dissemination of the key findings and learning)

This proposal highlights the importance of focussing on SVH as experienced by students with disability and those from minority ethnic backgrounds. Women who participated in the FRA research who indicated that they have a disability or health problem have higher rates of victimisation across different age groups and types of violence. In the cases of physical and/or sexual partner and non-partner violence, sexual harassment and stalking, the differences are the biggest in the youngest age group (18- to 29-year-olds).

The National Women's Council of Irelands report 'Disability and Women in Ireland - Building Solidarity and Inclusion' http://www.nwci.ie/download/pdf/disability.pdf - notes that 'we can find data from specific studies carried out in various countries of the E.U., as well as America in particular, that show how disabled people are the victims of abuse on a far greater scale than non-disabled (the ratio varies from two to five times more)'. (Violence and Disabled Women - Iglesias, M.; Gil, G.; Joneken, A.; Mickler, B.; Knudsen, J.S., METIS project, European Unión DAPHNE initiative, 1998).

The FRA report suggests that "Those from a migrant background/women who are not citizens of their current country of residence showed somewhat higher rates of physical and/or sexual violence since the age of 15" we are therefore seeking to highlight associated issues for both groups in our project.

1.3. Relevance and justification *(max. 4000 characters)*

How does your project address the call priority under which you are applying? What is the project's contribution in this area?

What are the innovative aspects of the project?

The project addresses the call priority in that it seeks to prevent and combat sexual harassment and sexual violence against young women students in schools (3rd level institutions) and universities. The project will in include a focus on students with disability and students from minority ethnic groups. The core activities outlined in the project proposal are in line with those set out in the Call for Proposals namely;

- Provision of training modules and pilot training sessions to UTLI staff to prevent sexual harassment and or violence in UTLI institutions
- Building co-operation between relevant professionals from a range of sectors (including police, UTLIs. support services for women, NGOs, student bodies)

The project will have a clear focus on data collection, and will provide anonymised data disaggregated by gender and by age. This data collection will form a core function of the external evaluator and will be incorporated into on-going monitoring of the project.

The National Women's Council of Ireland is an equal opportunities employer and are conscious of our responsibility under Article 21 of the Charter of Fundamental Rights as well as domestic equality legislation. To this end we will seek the support of the Irish Human Rights and Equality Commission in ensuring on an ongoing basis that all of our practices and procedures are in line with domestic and European legislation and human rights frameworks.

We believe that the project will contribute to this area in that it will;

- Bring together individuals and organisations from throughout Europe with a long track record and huge levels of expertise, experience and knowledge of this area.
- Contribute to EU efforts in combating gender-based violence including supporting the commitment made in the EU Women's Charter to put in place a comprehensive and effective policy framework to combat gender-based violence and the commitment in the EU strategy for equality between women and men 2010-2015 to 'Adopt an EU-wide strategy on combating violence against women, supported by a Europe-wide awareness-raising campaign on violence against women'.
- Provide and publicise mechanisms and methodologies for base line data collection on SVH.

- Increase awareness of SVH as a key issue for students and build commitment and capacity on the part of UTLIs to address it
- Build awareness, amongst students of their rights to live free of the fear and reality of SVH
- Enhance co-operation between key stakeholders (UTLIs, students, police, women's support organisations) in developing innovative and appropriate responses to SVH in UTLIs
- Provide lasting tools and resources for use by UTLIs throughout Europe to build a zero tolerance of SVH within their institutions and ensure clear procedures and protocols
- Support an increase in reporting, recording and prosecutions of SVH amongst students

The Innovative aspects of our ESTHE project are that;

- It brings together stakeholders from a range of sectors to address SVH in UTLIs.
- It provides an opportunity for cross UTLI and European wide sharing and co-ordination on the issue of SVH (currently missing)
- Messages will be strong and focus on SVH as a crime rooted in gender inequality
- It will encourage participation of male students particularly in terms of the social media campaign, raising their awareness of the issues and encouraging their engagement in dialogue and action to tackle SVH.
- It seeks to develop ways to support women students to see SVH as a violation of human rights and develop the tools to articulate and challenge their experiences and fears.
- Tools developed will be designed to encourage maximum access and utilisation. The website, for example, will be designed for use on mobile phones.
- It seeks to be particularly inclusive of women students who particularly vulnerable to SVH and experience particular forms of oppression and alienation (women with disability and women from minority ethnic groups).
- It brings together a range of tools, strategies and resources available and seeks to enhance and improve them.
- The video will be shown widely within and outside of UTLIs (including the spaces and places where students congregate).
- The project seeks to build a whole of organisation approach working with all those involved in UTLIs and securing commitment from Governing Authorities to engage fully on the issue.

1.4. Expected results *(max. 4000 characters)*

What are the expected results of the project? Who will benefit from these results and how?

How will the target groups of the project benefit concretely from the project results and what shall change for them?

How will these results contribute to achieving the objectives of the call priority under which you are applying?

Note:
Results are immediate changes that arise for the target groups <u>after the completion of the project</u> (e.g. improved knowledge, increased awareness).
Results must be distinguished from outputs, which are produced with the resources allocated to the project, e.g. training courses, conferences, leaflets.

The expected results of our project are multiple and varied. We believe that this project will result in;

1. Increased awareness and engagement on the part of students of the right to live free from SVH and of SVH as a crime which needs to be reported. It will empower women students (including students with disability and students from minority ethnic communities) to articulate their experiences and fears with regard to SVH and increased levels of communication and public discussion with regard to the issue.
2. Increased knowledge, awareness, commitment and capacity within UTLIs of SVH (including its impact on students with disability and students from minority ethnic communities), of their responsibility to address it and of the kinds of procedures, protocols, policies and approaches which should be developed.
3. The development of on-going communication channels and relationships between project partners and key stakeholders at national and EU level.
4. Increased reporting, recording and prosecutions
5. Where National Action Plans to address SVH exist, these can and will be improved through the use of the learning and recommendations from the project.

The project beneficiaries will be:

1. Students, UTLI staff and management, and others who will be invited to participate as key informants and participants in the project , sharing experiences and learning with each other, experiencing an empowering and inclusive process with a renewed sense of their rights and responsibilities regarding SVH
2. Students with disability and students from minority ethnic communities who will participate and see their experiences reflected in the actions, outputs and results of the project
3. The partner organisations will benefit from working together, sharing, developing our networks, our knowledge, our understanding and analysis and strengthening our collective capacity to challenge and address SVH within the UTLI system.
4. NGOs and civil society organisations who work on the issue of SVH who will become increasingly aware of the persistence and impact of SVH on students.
5. Policy makers at national and EU level who will develop their capacity and knowledge regarding the most appropriate strategies and mechanisms to challenge and address SVH.

We believe that the project will contribute to achieving the objectives of the call priority under which we are applying in that it will;

- Increase awareness and engagement on the part of students in relation to SVH and increase reporting of SVH - key elements of prevention
- Prevent and combat SVH against young women in UTLIs through new technologies and social media
- Increase levels of communication and discussion which in turn will contribute to the creation of a culture of Zero Tolerance in UTLIs - a key tool in combatting SVH
- Increase capacity within UTLIs to address and combat SVH
- Produce results with EU added value
- Be targeted (although not exclusively) at vulnerable groups (women with disability and women from minority ethnic communities|) and will engage men in the project of combating SVH
- Provide training tools and cooperation of relevant professionals (police, students, university staff, women's support organisations etc.) to better prevent and respond to SVH, including through the establishment of formal procedures and protocols and support programmes to respond to cases
- Involve bringing about attitudinal and behavioural changes with regard to gender roles, stereotyping and sexualisation, through education and awareness raising about the unacceptability of such violence and will raise awareness of victims' rights.

1.5. European added value *(max. 2000 characters)*

What is the project's added value at European level?

How will you ensure that the project methodology and/or outputs and/or results will be transferable at European level?

Note: *European added value of actions, including that of small-scale and national actions, shall be assessed in the light of criteria such as their contribution to the consistent and coherent implementation of Union law, and to wide public awareness about the rights deriving from it, their potential to develop mutual trust among Member States and to improve cross-border cooperation, their transnational impact, their contribution to the elaboration and dissemination of best practices or their potential to contribute to the creation of minimum standards, practical tools and solutions that address cross-border or Union-wide challenges.*

The project is pan-European, with a targeted intervention in 4 EU member-states, Ireland (Project host), Cyprus, Lithuania, and Scotland. Some activities will also take place in Germany which is an associate partner.

Our project will assist in the consistent implementation of EU law and policies in the field of gender based violence and support the implementation of European Commission Actions to Combat Violence against Women http://ec.europa.eu/justice/gender-equality/files/documents/140303_factsheet_vaw_en.pdf which are;

- **Ensuring rights and support for victims** of violence - we will support UTLIs to; promote the rights of victims and provide appropriate supports
- **Get more and better evidence on violence against women –** We will support UTLIs to gather data regarding SVH
- **Successful policies show the way** – We will illustrate best policy and practice and provide examples and case studies
- **Supporting projects that make a difference on the ground –** We will make a real difference to the lived experience of students and to the institutions themselves through increased awareness, dialogue and capacity to address SVH.

The project will support the commitment made in the EU Women's Charter to put in place a comprehensive and effective policy framework to combat gender-based violence and the commitment in the EU strategy for equality between women and men 2010-2015 to Adopt an EU-wide strategy on combating violence against women.

The project will improve cross border cooperation, creating links with stakeholders from different countries, including UTLI staff, management, students, women's support services and the police

SVH in UTLIs is a union wide challenge that our project will tackle. We will generate European wide dialogue, and 'myth busting' in relation to SVH and will encourage actors from across the EU to adapt and adopt our tools and protocols to tackle it.

We will ensure that the project outputs are; flexible enough to be adapted to different national and institutional contexts, translated into the languages of our project partners. We will gather for feedback on effectiveness of tools and approaches through our website.

The results of the project will be disseminated across Europe and we will seek support from e.g. the European Women's Lobby, the European Students Union and the Heads of University Management and Administration Network Europe and the European University Association.

1.6. Methodology

Outline the approach and methodology. Explain why this is the best approach to attain the objectives and the proposed results.

Explain the structure and complementarity of the workstreams (see part 2 of this document).

NWCI is a feminist organisation which operates from the principles of solidarity, social inclusion, respect for and promotion of diverse voices, empowerment, participation and collaboration. Our approach to the implementation of our ESHTE project will be firmly rooted in these principles. We see feminism as an important means of supporting the realisation of the creative potential and talents of women, facilitating and enabling women's full contribution to the wider social, economic, political and cultural development of society. The voice of the women most affected therefore will be firmly placed at the centre. NWCI throughout its history has established a range of processes and methodologies to ensure that our work is inclusive, meaningfully participative and in particular that it specifically targets communities of women experiencing particular forms of discrimination and oppression including sexual violence and harassment.

Our methodology is based on our own theory of change model which contains 4 key elements. Which also form the basis of our project work-streams

1. Building and Making the Case: We will build the case for mainstreaming a focus on SVH in UTLIs throughout Europe by; a) reflecting on and highlighting the experiences and work of our members and our partners at EU level b) establishing a baseline of information on SVH in UTLIs and UTLI policies and procedures c) Facilitating focus groups at national and EU level giving voice to the direct experiences of women students and staff in UTLIs d) Analysing

existing work in this area (including websites and other campaign materials), policy, research and models of good practice of relevance to the project.

2. Communicating the Case: A key element of the project is a communications strategy using technology and social media to highlight our core messages. We will communicate the learning, policy and institutional changes recommended by the project to stakeholders and the public. We will hold a European wide webinar with key experts including an expert from the US where policy in this area is advancing We will develop a communications and dissemination strategy ensuring dissemination and transferability of core messages and learning (see 1.12 below)

3. Engaging in campaigns: Core to this project is the development of a communications and social media campaign targeting students and UTLIs. We will use the learning from this project to influence further campaigns developed by students, UTLIs, women's organisations, NGOs and other stakeholders on the theme of SVH.

4. Supporting and resourcing our people: We will; a) Establish a Project Steering Group comprising representatives of project partners and we will hold 4 meetings b) Establish an all Island (North South) National Advisory Committee in Ireland (5 meetings) comprising members of the National Observatory on Violence against Women (of which NWCI is convenor), the Gardai (Police), universities from throughout Ireland North and South, one students union and the Union of Students in Ireland (network of students unions). c) Provide resources and support to our project partners in delivering on their role d) Provide opportunities to network and build knowledge and further expertise amongst project partners e) Appoint an external expert Katrin List (Co-ordinator of European Research "Gender Based Violence, Stalking and Fear of Crime" to support the development of the project.

We believe that the above methodology will ensure a holistic approach to the project embedding the learning and project outcomes into the overall strategy of NWCI which is based on this methodology.

1.7. Timeline by workstream *(max. 2000 characters)*

Provide in a structured manner the timing of the activities per Workstream by using, for instance, a Gantt chart.

…

Month	1-3	4-6	7-9	10-12	13-15	16-18	19-21	22-24	25-27	28-30
Workstream 0										
Recruitment/ appointment of project staff										
Management and Co-ordination of the project										
Establishment of financial systems and audit	x									X audit
Evaluator	x				X					X

appointed, evaluation process agreed and meetings held with evaluator					(Report)					(Report)
National work plans and project work plan										
Presentations to NWCI Board		x			x			x		x
Establishment and maintenance of financial management systems and final audit										
Initial Project Meeting with funders in Brussels	x									
Workstream 1										
Desk research and baseline report		x								
Student Focus Groups										
UTLI Bodies Focus Groups										
Focus Group reports										
Pilot Training Programme										
Finalised training modules										
Workstream 2										
Project Website	x (set	x (set								

	up)	up)								
Production and dissemination publicity materials (posters and postcards)						▓				
Social Media Campaign	x (set up)	x (set up)	▓	▓	▓	▓	▓	▓	▓	
European Webinar					▓					
Video								▓		
Toolkit (production and dissemination								▓	▓	▓
Final Project Conference									▓	
Final Project Report										▓
Dissemination seminars										▓
Workstream 3										
Meeting with European Students Union					▓					
Meeting with Heads of University Management							▓			
Presentations to European Observatory on VAW and EWL					▓					
Meetings with Ministries of Education										▓
Workstream 4										
Project Steering Group		▓			▓			▓		▓
National Advisory Committee	▓		▓		▓		▓		▓	
Appointment of external expert	▓									

1.8. The partnership and the core project team *(max. 4000 characters)*

Describe the partnership of organisations implementing the project (applicant, partners, associate partners). Explain how the partners and associate partners were selected, and why this partnership is suited to attain the objectives of the project. Describe the value of the partnership, its strengths/weaknesses, the organisational arrangements within the partnership and how you will ensure coordination within the partnership.

List and introduce the persons forming the core project team . The CVs of the key project staff members (e.g. project manager, financial manager and the key experts) must be annexed to the application.

The partners for this project will be the National Women's Council of Ireland (NWCI) (lead partner), the Mediterranean Institute of Gender Studies (MIGS) Cyprus, the Women's Issues Information Centre (WIIC) in Lithuania and Rape Crisis Scotland (RCS), UK.

Elements of the project will also be implemented by the Women's Equality Commissioner of the Ludwig-Maximilian University in Munich who is an associate partner.

The European Women's Lobby is a European associate partner who will support the dissemination of project results and outputs.

Ireland: NWCI will set up a National Advisory Committee for the project that will support the development of project outputs and their dissemination and will include:

- the members of the Irish NGO Observatory on Violence against Women
- Hazel Beattie, Student Union, University College Dublin
- A representative from An Garda Síochána (Irish Police Force)
- A representative from the Union of Students in Ireland
- Four representatives of Universities in Ireland North and South who will be invited to take part in the Advisory Committee

NWCI is suited to be the lead partner as we have extensive expertise in the area of violence against women and sexual harassment and managing projects. We convene the Irish NGO Observatory on VAW. We are the leading national women's membership organisation in Ireland, representing 180 member groups. For over four years, we have been leading a project that targets young women (and men) to become leaders for women's equality and developed a toolkit to run focus groups. We developed a gender mainstreaming handbook that we believe will provide a useful first template for the development of the toolkit in the ESHTE project.

Through previous projects, NWCI has close relationships with a range of universities in Ireland North and South, in particular the National University of Maynooth, National University of Galway and the Queen's University in Belfast.

Cyprus:

MIGS in Cyprus will work together with the University of Nicosia as an associate partner. It was selected as a partner as it has extensive experience in the development of training material on violence against women, and on gender-based violence in school and university settings. It is affiliated to (and based at) the University of Nicosia, the largest private university in Cyprus, which will facilitate the close cooperation between the partners and "buy in" from the university. MIGS carried out a research project on sexual violence among young women in tertiary education where the University of Nicosia was included which will be useful for the development and evaluation of the tools.

Lithuania:

WIIC will work together with the University of Siauliai, the largest university in Northern Lithuania and with the Crisis Centre of the City of Vilnius. WIIC was selected as a partner as it has more than 19 years of experience in EU projects, including Daphne projects. We wanted to include an Eastern European country as the European Research suggests students in these countries are least likely to disclose experiences of SVH to UTLI's.

UK:

Rape Crisis Scotland was selected as a partner due to its extensive experience in the area of national prevention programmes operating from 10 rape crisis centres around Scotland. RCS has a campaign that addresses rape myths www.thisisnotaninvitationtorapeme.co.uk

RCS has established links with the University of Aberdeen and Glasgow and aims to work with these two universities as part of the ESHTE project.

The core project team

The core project team will consist of the following people:

NWCI:
- Project Coordinator
- Project Assistant
- Orla O'Connor, Director
- Anne Gibney, Head of Finance and Operations
- Sarah Clarkin, Communications Officer.

MIGS, Cyprus:
- Susana Pavlou, Director, MIGS

WIIC, Lithuania:
- Jurate Seduikiene, Director and Chief Executive
- Dovile Rukaite, Project Manager
- Virginija Sidlauskiene, Training Expert

Rape Crisis Scotland:
- Kathryn Dawson, Sexual Violence Prevention Coordinator

The partnership is strong as it brings together the expertise and experience of different stakeholders involved. All partners have established strong relationships with universities in their countries. While three of the project partners are in smaller EU countries, we have the UK as a large EU member state and Germany as a strong associate partner.

The NWCI Project Coordinator will ensure the effective cooperation of all core partners, Germany as the associate partner, the EWL and the associate partners in Ireland. The other core partners will be responsible for coordinating activities with their associate partners.

1.9. Subcontracting *(max. 2000 characters)*

If applicable, explain the reasons for any subcontracting in your project.

Note*: On the definition of subcontracting please read carefully section V.1.5.3 of the Guide for Action Grants.*

1 piece of work will be subcontracted:

We will recruit Dr Katrin List as an external European expert to the project for the following services. Based on her experience and expertise with the European Research study "Gender-based Violence, Stalking and Fear of Crime", Dr Katrin List will

- Participate in initial meeting and present key findings from European research (1 day)
- Provide ad-hoc advice throughout the project and share expertise (e.g. at European webinar) (1 day in total)
- Participate in final conference (2 days)

Whilst NWCI and our project partners have high levels of expertise and knowledge in the area, we believe that the appointment of Dr. List will bring additional insights, perspectives and expertise to the project.

1.10. Monitoring of the project implementation; risks and measures to mitigate them *(max 2000 characters)*

How will you ensure that the project is implemented as planned and what methods will you use to monitor its progress? What are the potential risks and what action do you plan to undertake to mitigate them?

…
Ongoing monitoring will be undertaken by the project co-ordinator (reporting to the NWCI Director). Monitoring will also be undertaken by the Project Steering Group (comprising partners and an external expert) who will meet 4 times and by the Irish Advisory Committee which will meet 5 times. We will establish a baseline of current prevalence and practice addressing SVH in UTLIs in partner countries and in 2 additional EU countries. We will establish additional project indicators (based on project objectives) to ascertain levels of improvement in UTLI practice as the project progresses. Each partner will be requested to issue regular monitoring reports set against project indicators. One to one skype meetings will be held between NWCI and partners to ensure clear feedback and support.

We will have a clear financial monitoring process. Partners will be requested to provide regular financial and technical reports. Accountability will be to our elected Board.

Risks
1. Breakdown in relationship with partners
    ✓ Involving partners in the development and implementation of the project.
    ✓ On-going and regular communication with partners to ensure that issues and problems are identified and addressed at an early stage.

2. Financial misappropriation:

✓ The Head of Finance will ensure the implementation and management of internal financial controls and procedures through appropriate policies, preparation of financial plans and reports and oversee the procurement process. The project will be audited by Independent Auditors, Grant Thornton on an annual basis.

3. Change of staff.
   ✓ Applicant and partners are stable organisations who can easily find a suitable replacement in case of staff change.

4. Lack of participants to events.
   ✓ We will strategically plan and advertise the events well in advance and use their vast experience in such events with successful outcomes.

5. Refusal of key stakeholders to engage
   ✓ We have extensive contacts and good working relationships in Member States, which will assist in ensuring stakeholders' buy-in.

6. Re-traumatization of project participants who are victims of SVH
   ✓ Ensure our processes take cognisance of the needs and potential for re traumatization of participants and develop a practice guide to support this.
   ✓ Develop a confidentiality clause and ensure that all participants are aware and willing to abide by it.
   ✓ Publicise information on support services at our events & on our website.

1.11. Evaluation of the project activities, outputs and results *(max. 2000 characters)*

How will the project activities, the outputs and the results be evaluated, and by whom?

Explain which quantitative and qualitative indicators you propose to use for the evaluation of the reach and coverage of project activities and of project results.

Explain what data will be collected, according to what method and at what moments, including feedback from project participants (satisfaction surveys, evaluation forms, etc.).

How will findings be analysed and reported and how will they be used.

Note: *For the evaluation of the activities you will be requested to use a participation evaluation questionnaire provided by the Commission.*

You must identify which indicators you will use from the list provided in section 5 of the Application Form for Action Grant and include them in the indicators of your project. You will be asked to report on those indicators as part of the project's Final Report.

Where relevant, data must be disaggregated by gender and by age.

…

NWCI has strong experience in project planning, implementation and evaluation. A formative evaluation of the project will be conducted. An experienced evaluator (recruited after a tender process) will assess the planning, execution and reviewing of each core activity. They will support the design of feedback mechanisms (eg. evaluation forms after events), carry out interviews with relevant stakeholders, measure progress against baseline data and indicators, assess the take up of activities (eg. numbers at focus groups, seminar and end of project conference, level of social media interaction and engagement, take up of press releases in print and broadcast media) and provide

ongoing feedback to the project staff. They will provide an interim formal evaluation half way through the project, a final evaluation report at the end of the project and liaise closely with the project co-ordinator.

All feedback will be incorporated into planning for the next phase of activities to avoid any mistakes being repeated.

A final evaluation report will be produced setting out;

1. The extent to which the objectives, outputs and outcomes have been achieved
2. The extent to which these are sustainable
3. The kinds of new developments, initiatives, changes or unforeseen results which have emerged
4. The effectiveness of the strategies used.
5. The extent to which the objectives, outputs and outcomes have contributed to the overall NWCI strategy and those of our partner organisations
6. Learning for the future.

Indicators

1. Analytical activities – Production of Baseline study, Toolkit, Conference Report and Evaluation Report
2. Training activities – 8 half day pilot trainings (120 participants) production of 6 modules
3. Mutual learning, exchange of good practices, cooperation – 8 focus groups, 1 webinar, 5 meetings of National Advisory Committee, 4 Project Steering Group Meetings
4. Awareness-raising, information and dissemination – EU Conference, Webinar, posters, postcards (brochure leaflets), website, social media campaign (1,000,000 views), video, 5 newspaper/magazine articles, 3 national dissemination seminars.

   Other indicators to include;

5. No. of Universities adopting protocols and procedures to address SVH
6. Overall levels of engagement in project activities

1.12. Dissemination strategy and communication tools

How do you plan to disseminate (actively spread) information about the project, its activities and its results? Please specify in particular:

- **Communication needs and objectives**: What are the communication needs and objectives of the project?
- **Target groups and multipliers**: What are the target groups? Which stakeholders or other organisations could possibly be supporters and multipliers of the communication activities?
- **Key messages:** Which messages will the activities convey in order to meet the communication objectives?
- **Distribution channels/tools:** Which communicationchannels/tools will be used to convey the messages to your target groups and multipliers?
- How will your dissemination strategy facilitate further use and transferability of the project results?

We will develop a comprehensive dissemination strategy as part of the project in order to ensure maximum reach of project results

Communication needs and objectives:

- Highlight relevance and need for action in relation to SVH for UTLIs
- Demonstrate expertise of partners and effectiveness of tools
- Highlight eagerness to engage and listen to all relevant stakeholders
- Ensure maximum reach of project results through use of diversity of communications tools adapted to different target groups
- Ensure that voices of students, male and female, are central to the communications
- Ensure innovative aspects and European added value are clearly highlighted
- Ensure awareness raising tools are appealing to the respective target groups and that information is easy to access by using Plain English as much as possible
- Ensure all public dissemination is in line with EU funding requirements (e.g. include logo and reference to EU funding)

Target groups and multipliers

Target groups include male and female students, university staff and governing bodies, university organisations at national and European level, Student Unions, Organisations working on SVH, Ministry of Education, Police Force.

Key messages:

- SVH is a crime and rooted in gender inequality.
- Many rape myths exist. Most perpetrators are known to the victim.
- Sex without consent is rape. A victim was not "asking for it".
- Female students are at higher risk to be affected by SVH. This has a significant impact on female students' performance at university and wellbeing across the EU.
- Universities can and should play a key role in preventing and combating SVH of their students
- Combating SVH at universities requires an all university approach that makes the university a zero tolerance zone of SVH
- Cooperation between all relevant stakeholders is key in combating SVH.
- The ESHTE project offers a range of innovative, effective and transferable tools to combat SVH in universities.
- The ESHTE programme will contribute to implementing key EU policies in the area of violence against women, women's equality and education.
- This project was funded by the European Union Daphne Programme.

Distribution channels/tools:
We will use a broad range of communication tools both from NWCI and all of the partners.
Project Website: We will set up a website for the project in English, Lithuanian and Greek that will feature the project logo, partners logo and EU logo. During the poster and social media campaign the website will provide further information for students on rape myths, definition of consent and available support services. After the poster and social media campaign, we will make information about the project results and out puts more visible in order to target university staff, authorities and other relevant stakeholders. At the end of the project, the content of the website will move to www.nwci.ie to ensure sustainability of project outputs. All partners will be invited to continue to contribute to website.
Partners Websites: The logo and a link to the website of the project will be included on all partners website.
Social Media:
Social Media will play a key role during the poster and postcard campaign and for promoting project results and outputs.
Twitter: We will develop project specific hashtag # In addition to regular posts about the project. (NWCI = 11,900 followers (one of the largest NGO Twitter accounts in IE) with an average monthly reach of 600,000 impressions (people seeing our tweets))
Each partner will also run two paid Twitter campaigns. A first campaign will promote the poster, postcard, website and video and target followers of the 50 key multipliers (e.g. celebrity accounts that have many young women and men as followers) in each country. The second campaign will promote the toolkit and will be targeted at the accounts of 50 key multipliers that are likely to have university staff as their followers (e.g. national newspapers that are likely to be read by university staff etc.)
Expected reach through paid campaign alone: 350,000 impressions, 3,500 engagements (people clicking on tweet)
In addition, NWCI will run two paid European Twitter campaigns targeting the followers of the 50 largest/top universities in Europe, including at least one university in each Member State. The first campaign will again focus on the postcard, poster, video and website and the second campaign will focus on promoting the toolkit.
Expected reach: 350,000 impressions, 3,500 engagements
Facebook: Facebook posts on NWCI's and partner Facebook pages during the social media campaign will highlight key messages from posters and link to website. We will post images, key statistics, our video etc. We will boost posts in Ireland and all partner countries by specifically targeting 18-26 year olds, in particular but not exclusively young men.
(NWCI: 7,600 likes; WIIC: 4,000 likes)
Expected reach: 350,000
Instagram: NWCI and all partners with an Instagram account will regularly post updates and outputs from the project on Instagram.
NWCI Instagram account, particularly targeted at young women (123 followers, account just opened)
Press: We will issue at least 3 press releases to national and regional print and broadcast media in Ireland and Northern Ireland at key moments during the project, e.g. launch, findings of focus groups, final conference. We will also pitch key people from the project, e.g. European expert, speakers at final conference for feature pieces in national newspapers, key radio programmes. We will aim to write at least one opinion piece about the project and its outputs in a national newspaper.
E-mail updates:
Regular updates will be included in NWCI's bi-monthly Newsflash (12,000 readers) and all partners, including the Associate Partner in Germany, will distribute information through their e-mail distribution lists.

Key Multipliers: The European Women's Lobby as an associate partner will support the dissemination of all project outputs by sharing information with its members and on social media. We will circulate project outputs to additional key European multipliers such as EIGE.
EU Webinar: The EU webinar will target key stakeholders at EU level and in other EU Member States.
Partner Dissemination Seminar: Each partner will organise a seminar to disseminate project outputs (e.g. awareness raising tools, toolkit) to key stakeholders and multipliers in their country.
Final European Conference: The final conference will promote the final outputs of the project, in particular the toolkit, and will be targeted at university staff of all universities, in particular in Ireland and Northern Ireland.

1.13. Sustainability and long-term impact of the project results *(max. 2000 characters)*

What is planned as follow-up of the project after the financial support of the European Union has ended? How will the sustainability of the project's results be assured? Are the project results likely to have a long-term impact? How?

Note: In this part you should not list activities or outputs of your project, but you should focus on the expected long-term impact of your project. The long-term impact refers to long-term socio-economic consequences that can be observed after a certain period following the completion of the project and may affect either the target groups of the project or other groups falling outside the boundary of the project, who may be winners or losers.

We will ensure long term impacts and sustainability through;

- ✓ Creation of Zero Tolerance Zones regarding SVH in UTLIs throughout Europe making UTLIs safer spaces for students to live, socialise and study in
- ✓ Creation of a culture of Zero Tolerance in UTLIs empowering young women, young men and UTLI staff in that process
- ✓ Empowerment of victims and potential victims of SVH by providing them with the support and back up to name their experiences and fears, to report crimes of SVH when they occur and to demand appropriate responses from UTLIs, the police and the judiciary
- ✓ Replication of tools and resources in schools and workplaces – the model we will develop will be sustainable, the tools we develop during the project will be freely available to any organisations/UTLIs willing to use them
- ✓ On-going use and publicity of project materials through the work of NWCI, our project partners and through the European organisations with whom we will work and contact.
- ✓ On-going use of social media to further develop and disseminate the learning and messages from the project
- ✓ At the end of the project, moving the content of the website to www.nwci.ie and continuing to update and use content as a key dissemination strategy
- ✓ Gaining support from Ministries of Education in each partner country and commitment to supporting this work into the future
- ✓ Undertaking further dissemination work after the project finishes - as part of our on-going work with young women, our work as Chair of the National Observatory on VAW, our work with the European Observatory on VAW and with the EWL continuing further support and engagement in the work of building Zero Tolerance Zones in UTLIs.
- ✓ Based on evaluation, seeking to further the project by improving tools, and extending its geographical scope in and outside Ireland

✓ Further fundraising - including from universities, Department of Education, Department of Justice and Equality and other potential sources

The NWCI is committed to ensuring that the issue of SVH in UTLIs continues to be given prominence and support at national and European level and to keep the issue on the agenda of all stakeholders following the end of the project.

…

1.14. Ethical issues related to the project *(max. 2000 characters)*

Describe any ethical issues which you could come across during the implementation of your project, including with regard to interactions with target groups or persons benefiting from the project, and present your strategy to address them.

…

Ethical concerns in relation to the implementation of the project focus in the main on the possible risk of re-traumatization for victims of SVH who may be involved in the project. Such involvement could include for example participation in focus groups, on pilot training programmes, in the production of the video or on the Project Steering Group or National Advisory Committee. The NWCI has a long track record in dealing with issues pertaining to SVH and in running and facilitating workshops and seminars with young women (through our Y Factor project) on issues sensitive to them. We will draw on the particular experience of our member groups (Women's Aid, SAFE Ireland and the Dublin Rape Crisis Centre) to ensure that all of our processes and procedures (including those undertaken by all project partners) taking cognisance of the potential needs, experiences and potential for re traumatization of project participants.

We will develop a confidentiality clause as part of the project and ensure that all participants in focus groups and pilot training sessions are aware and willing to abide by it.

We will make available information on support services for victims of SVH at all of our events, meetings, training sessions, on our website and at our conference.

1.15. Mainstreaming *(max. 2000 characters)*

How do you plan to ensure mainstreaming of aspects mentioned in section 2.3 of the call in the activities of your project?.

…

As mentioned previously, the National Women's Council of Ireland is an equal opportunities employer and are conscious of our responsibility under Article 21 of the Charter of Fundamental Rights as well as domestic equality legislation in all partner countries (Scotland), Lithuania and Cyprus) to ensure non-discrimination on the specified grounds. We will seek the support of the Irish Human Rights and Equality Commission in ensuring on an ongoing basis that all of our practices and procedures are in line with domestic and European legislation and human rights frameworks.

The promotion of quality between women and men is core to the work of NWCI. Our values and beliefs shape what we do and how we work. Key among these of particular relevance to this proposal are: Feminism; Solidarity between women in all their diversity, through empowerment, collaboration

and participation of all women; The fundamental importance of human rights, global interdependence and sustainability; The provision of protection and respect for the bodily integrity of women and girls; The leadership role of women in relation to the achievement of a more equal society; Building a society based on equality, respect and inclusivity; Collective action, collaboration and participation http://www.nwci.ie/images/uploads/nwci_strategic_plan_final_draft.pdf .

We will seek to ensure that these values permeate and form the basis of all of our project activities and processes and will include these principles as part of the monitoring and reporting process requesting all partners to address how they have been applied.

1.16. IF APPLICABLE: Description of child protection policy *(max. 2000 characters)*

If the applicant and/or any of the partners work directly with/have contact with children, provide a description of the child protection policy of these organisations, covering the following topics:

- purpose of the child protection policy;

- application of the policy (applicable to which staff, in which situations);

- responsibility: who is responsible for ensuring that the policy is adhered to;

- description of recruitment and screening processes with regard to child protection policy (details of training on child protection policy and rights of the child, screening, vetting (criminal background check). Preventing harm to children: processes exist to help minimise the possibility of children being abused by those in positions of trust.

…

PART 2 – DESCRIPTION OF WORKSTREAMS AND ACTIVITIES

In Part 2, please detail the activities that you will undertake to achieve the objectives and results described in Part 1 of this document. This section is divided into several Workstreams (WS), i.e.: sets of activities leading to a specific output that you wish to produce.

Any project will have a minimum of two and maximum of five WS: Workstream 0 including the management and coordination activities and outputs and Workstreams 1 to 4 including activities and outputs related to the objective(s) of your project.

Each Workstream should include activities and the expected outputs. Except for Workstream 0, you should provide a title and an objective to each Workstream.

➤ Workstream 0 - Management and Coordination of the Project

Workstream 0 is intended for the general management and coordination activities of the project (project meetings, project monitoring and evaluation, financial management, reporting, etc.) and all the activities which are cross cutting and therefore difficult to assign just to one specific workstream. In such case, instead of splitting them across many workstreams, please enter and describe them in workstream 0. For this reason this workstream has a different layout, where you do not have to enter objectives and duration. Nevertheless, it will have its own outputs and corresponding budget.

I. Description of the work (activities)

Be specific, give a short name for each activity, number them and describe them briefly.
Indicate for each activity the partner who will be responsible for its implementation.

No.	Name and description of the activity	Partner
1	Recruitment of staff – Staff to be recruited (1 Co-ordinator, 1 Project Officer, 1 external adviser Katrin List (contract)	NWCI
2	Management and co-ordination of the project	NWCI
3	Establishment of financial systems and audit – to be managed by NWCI Head of Finance and Operations	All Partners
4	Appointment of Evaluator	NWCI
5	Establishment of monitoring and evaluation systems	All Partners
6	6 Meetings with Evaluator (2 with Project Steering Group)	All Partners
7	Development of Project Plan and National Work-plans	All Partners
8	4 Project presentations to NWCI Board	NWCI
9	Initial Project meeting with funders in Brussels	NWCI
10	On-going communication and co-ordination between project partners	All Partners

II. Output(s) of this workstream

List the outputs to be produced by this workstream.

Outputs of your planned activities can be **intangible** (conferences, seminars, training sessions, meetings, interviews, etc.) or **tangible** (manuals, reports, leaflets, website, training material packages, books, etc.).

Give factual and quantitative data: *e.g.:*
- X regional seminars; X participants, in X country.
- title of publication, type of publication (brochure, manual, flyer, book, training material, etc.) language, format (electronic/printed), number of pages, number of copies.

No.	Output	Factual and quantitative data	Target group
1.	Financial Management Template	Financial Management Systems and Reporting Template containing details of financial management and monitoring processes	European Commission, Project Steering Group and NWCI Board
2.	Project Work plan and National Work plans	Containing activities, monitoring processes, dates, times and details of meetings and training, dates, times and details of publications and other outputs to be produced and key personnel responsible	EU Commission, NWCI Board, Project Steering Group, Project staff
3.	Project Monitoring Reports	Setting out progress in activities	NWCI, partners, EU Commission
4.	Interim Evaluation Report	Containing evaluation methodology, baseline data, project indicators interim report of evaluation feedback from project participants, recommendations for next phase of project,	EU Commission, NWCI Board, Project partners, Project Steering Group and Advisory Committee,
5	Final Evaluation Report	Containing evaluation outcomes, impacts and indicators, strengths and weaknesses, analysis of feedback from project participants, recommendations.	All key stakeholders, interested members of the public, UTLIs, EU Commission, NWCI Board, Project partners, Project Steering Group and Advisory Committee, European organisations and networks

➤ Workstream 1: Title: **Building and Making the Case**

Duration in months: **12**	Leading partner: **NWCI**

I. Objective(s) of this workstream

1. To Gather Baseline Data on the prevalence of SVH in UTLIs in partner countries and in 2 other selected EU Countries
2. To Gather baseline data on UTLIs responses to SVH in UTLIs in partner countries and in 2 other selected EU Countries
3. To gather and amalgamate protocols, procedures and relevant materials from UTLIs, project partners and other relevant organisations
4. To create forums for dialogue with students and UTLI staff and other stakeholders to identify core issues and inform the development of the project
5. To receive feedback and input towards the development of core training modules

II. Description of the work (activities)

Be specific, give a short name for each activity, number them and describe them briefly.
Indicate for each activity the partner who will be responsible for its implementation.

No.	Name and description of the activity	Partner
1.	Desk Research –	NWCI and All Partners
2.	Organisation of 1 Focus Group with UTLI students in each partner country	All Partners
3.	Organisation of 1 Focus Group with UTLI bodies in each partner country	All Partners
4.	Organisation of 2 half day pilot training sessions in each partners country	All Partners

III. Output(s) of this workstream

List the outputs to be produced by this workstream.

Outputs of your planned activities can be **intangible** (conferences, seminars, training sessions, meetings, interviews, etc.) or **tangible** (manuals, reports, leaflets, website, training material packages, books, etc.).

Give factual and quantitative data: *e.g.:*
- X regional seminars; X participants, in X country.
- title of publication, type of publication (brochure, manual, flyer, book, training material, etc.) language, format (electronic/printed), number of pages, number of copies.

No.	Output	Factual and quantitative data	Target group
1.	Base line report	data collection and establishment of a baseline study in partner countries and in 2 other selected EU Countries on prevalence of SVH in UTLIs and responses by UTLIs and other key stakeholders	NWCI and all partners
2.	Student Focus Groups	1 student focus group in each partner country with 15 student participants in each focus group	Students and Project partners
3.	Student Focus Group Report	The report will be an amalgamation of 4 student focus group reports from each partner's country. The report will include details of the focus group methodology and key issues, messages and priorities for incorporation and consideration by the project partners.	Project partners, Project Steering Group and Advisory Committee, EU Commission, focus group participants. (The report will be

			made available on the project website)
4.	UTLI Bodies Focus Groups	1 UTLI Bodies group in each partner country with 15 UTLI body participants in each focus group	UTLIs and Project partners
5.	UTLI Bodies Focus Group Report	The report will be an amalgamation of 4 UTLI Bodies focus group reports from each partner's country. The report will include details of the focus group methodology and key issues, messages and priorities from the perspective of UTLIs for incorporation and consideration by the project partners.	Project partners, Project Steering Group and Advisory Committee, EU Commission, focus group participants. (The report will be made available on the project website)
6. …	Pilot training programme	8 half day training sessions held in UTLIs (2 in each partner country)	UTLI Bodies and student representatives
7.	Finalised training modules	A series of 6 training modules developed for incorporation into the project toolkit	UTLI Bodies and students
			UTLI Bodies, police, women's support services, Project Steering Group, students bodies, European experts, European organisations, EU Commission, European Observatory on Violence against Women

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➤ Workstream 2: Title: **Communicating the Case and Engaging in Campaigns**

Duration in months: **30**	Leading partner: **NWCI**

I. Objective(s) of this workstream

1. Highlight relevance and need for action in relation to SVH for UTLIs
2. Demonstrate expertise of partners and effectiveness of tools
3. Highlight eagerness to engage and listen to all relevant stakeholders
4. Ensure maximum reach of project results through use of diversity of communications tools adapted to different target groups
5. Ensure that voices of students, male and female, are central to the communications
6. Ensure innovative aspects and European added value are clearly highlighted

7. Ensure awareness raising tools are appealing to the respective target groups and that information is easy to access by using Plain English as much as possible
8. Ensure all public dissemination is in line with EU funding requirements (e.g. include logo and reference to EU funding)

II. Description of the work (activities)

Be specific, give a short name for each activity, number them and describe them briefly.
Indicate for each activity the partner who will be responsible for its implementation.

No.	Name and description of the activity	Partner
1	Project Website: We will set up a website for the project in English, Lithuanian and Greek that will feature the project logo, partners logo and EU logo.	All Partners (managed by NWCI)
2.	Publicity Materials: Development and dissemination of publicity materials	NWCI with significant input from partners
3.	Social media campaign: Development of a range of social media tools	All partners led by NWCI
4.	Production of Video: Setting out key project messages	All partners led by NWCI
5.	Webinar	NWCI and all partners
6.	Production of toolkit	NWCI and all partners
7.	Final project Conference: (involving key stakeholders from throughout Europe)	NWCI with significant input from partners
8.	Final project report: – produced and disseminated widely to all key stakeholders throughout Europe	Project Co-ordinator with input from partners
9.	Dissemination seminars	3 partners

III. Output(s) of this workstream

List the outputs to be produced by this workstream.

Outputs of your planned activities can be **intangible** (conferences, seminars, training sessions, meetings, interviews, etc.) or **tangible** (manuals, reports, leaflets, website, training material packages, books, etc.).

Give factual and quantitative data: *e.g.:*
- X regional seminars; X participants, in X country.
- title of publication, type of publication (brochure, manual, flyer, book, training material, etc.) language, format (electronic/printed), number of pages, number of copies.

No.	Output	Factual and quantitative data	Target group

1.	Project Website	Including information from baseline study, core project messages and themes, information for students on rape myths, definition of consent and available support services. Learning from website to inform the development of the toolkit.	Male and female students, university staff and governing bodies, university organisations at national and European level, Student Unions, Ministries of Education, Police Forces, women's support services, EU Commission, project partners and stakeholders
2.		4 posters (2 targeting male students and 2 targeting female student) published and disseminated to project partners for dissemination to Universities in partner countries (1,000 posters) (posters – size A3 and A4 and postcards to be translated into Greek and Lithuanian) 4 postcards published and disseminated to project partners for dissemination to Universities in partner countries (10,000 post cards)	UTLIs and Student bodies in partner countries
3.	Social Media	Twitter Campaign**:** We will develop project specific hashtag # In addition to regular posts about the project from all partners. Each partner will run two paid Twitter campaigns. A first campaign will promote the poster, postcard, website and video and target followers of the 50 key multipliers (e.g. celebrity accounts that have many young women and men as followers) in each country. The second campaign will promote the toolkit and will be targeted at the accounts of 50 key multipliers that are likely to have university staff as their followers (e.g. national newspapers that are likely to be read by university staff etc.) 2 paid European Twitter campaigns targeting the followers of the 50 largest/top universities in Europe, including at least one university in each Member State. The first campaign will again focus on the postcard, poster, video and website and the second campaign will focus on promoting the toolkit. Facebook: Facebook posts on NWCI's and partner Facebook pages during the social media campaign will highlight key messages from posters and link to website. We will post images, key statistics, our video etc. We will boost posts in Ireland and all partner countries by specifically targeting 18-26 years men and women. Instagram: NWCI and all partners with an Instagram account will regularly post updates and outputs from the project on Instagram. Press: We will issue press releases to national and regional print and broadcast media in Ireland and Northern Ireland at key moments during the project, e.g. launch, final conference. E-mail updates: Regular updates will be included in NWCI's bi-monthly Newsflash (12,000 readers) and all partners, including the Associate Partner in	Male and female students, university staff and governing bodies, university organisations at national and European level, Student Unions, Ministries of Education, Police Forces, women's support services, EU Commission, project partners and stakeholders

		Germany, will distribute information through their e-mail distribution lists.	
4.	Webinar	Bringing together key European experts	Male and female students, university staff and governing bodies, university organisations at national and European level, Student Unions, Ministries of Education, Police Forces, women's support services, EU Commission, project partners and stakeholders
5.	Video	The video will include perspectives from male and female students, UTLI representatives, women's support services and experts and will be placed on the project website, with links on websites of; project partners, key organisations, students unions and UTLIs. In addition we will seek opportunities to show the video at events outside of Universities.	As above
6.	Toolkit (Production and dissemination)	The toolkit will act as the core resource for UTLIs and student bodies seeking to build a culture of Zero Tolerance of SVH. It will contain 6 training modules, templates for the development of protocols and procedures, statements of commitment and intent, guidelines, tools and methodologies for data collection and other materials as identified through focus groups, pilot training sessions, the European Webinar, meetings of the Project Steering Group and Advisory Committee, discussions with European experts, European organisations, police and other key stakeholders.	Male and female students, university staff and governing bodies, university organisations at national and European level, Student Unions, Ministries of Education, Police Forces, women's support services, EU Commission, project partners and stakeholders
7.	Project Conference	The final conference will promote the final outputs of the project, in particular the toolkit, and will be targeted at university staff of all universities, in particular in Ireland and Northern Ireland.	As above
8.	Final Project Report	Providing description, analyses, methodologies, key learning and recommendations for further action.	Male and female students, university staff and governing bodies, university organisations at national and European level, Student Unions,

No.	Name and description of the activity	Partner
9. …	Dissemination seminars	Dissemination seminars (Cyprus, Scotland and Lithuania)

| | | Ministries of Education, Police Forces, women's support services, EU Commission, project partners and stakeholders

Male and female students, university staff and governing bodies, university organisations at national and European level, Student Unions, Ministries of Education, Police Forces, women's support services, EU Commission, project partners and stakeholders |

➤ **Workstream 3:** Title: **Embedding our work**

Duration in months: **6**	Leading partner: **NWCI**

I. Objective(s) of this workstream

II. Description of the work (activities)

Be specific, give a short name for each activity, number them and describe them briefly.
Indicate for each activity the partner who will be responsible for its implementation.

No.	Name and description of the activity	Partner
1	To embed the work of the project within UTLIs and Students bodies	All Partners
2	To engage with Ministries of Education and gain support for our work	All Partners
3 …	To engage with the European wide organisations gaining support for dissemination and publicisation of tools and learning from the project	NWCI

III. Output(s) of this workstream

List the outputs to be produced by this workstream.

Outputs of your planned activities can be **intangible** (conferences, seminars, training sessions, meetings, interviews, etc.) or **tangible** (manuals, reports, leaflets, website, training material packages, books, etc.).

Give factual and quantitative data: *e.g.:*
- X regional seminars; X participants, in X country.
- title of publication, type of publication (brochure, manual, flyer, book, training material, etc.) language, format (electronic/printed), number of pages, number of copies.

No.	Output	Factual and quantitative data	Target group
1.	Meeting with the	1 meeting between the Project Steering Group and the European	European Students

	European Students Union	Student Union to raise awareness, gain feedback and support for the project (to coincide with our Brussels Steering Group Meeting)	Union
2.	Heads of University Management and Administration Network in Europe	1 meeting between the Project Steering Group and Heads of University Management and Administration Network in Europe to raise awareness, gain feedback and support for the project (We will meet with Irish members of HUMANE coinciding with our Steering Group Meeting in Dublin)	Heads of University Management and Administration Network in Europe
3. …	Presentations to the European Observatory on Violence against Women and the European Women's Lobby	We will present our project at a meeting of the European Observatory on Violence against Women (of which NWCI is a member) and at a Board meeting of the EWL (of which NWCI is a member)	European Observatory on VAW and NWCI
4.	Meetings with Education Ministries	We will meet with Ministries of Education in each partner country and seek support for implementation of project findings and recommendations	Ministries of Education

➤ Workstream 4: Title: 4. Supporting and resourcing our people:

Duration in months: **30**	Leading partner: **NWCI**

I. Objective(s) of this workstream

1. To establish clear mechanisms for partners support, communication and involvement in the project
2. To harness a broad range of experience and expertise in the development of the project
3. To provide opportunities for networking

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II. Description of the work (activities)

Be specific, give a short name for each activity, number them and describe them briefly.
Indicate for each activity the partner who will be responsible for its implementation.

No.	Name and description of the activity	Partner
1	Establishment of Project Steering Group comprising project partners	All Partners
2	Appointment of external expert to advise on the development of the project	NWCI
3 …	Establishment of National Advisory Committee in Ireland	NWCI

III. Output(s) of this workstream

List the outputs to be produced by this workstream.

Outputs of your planned activities can be **intangible** (conferences, seminars, training sessions, meetings, interviews, etc.) or **tangible** (manuals, reports, leaflets, website, training material packages, books, etc.).

Give factual and quantitative data: *e.g.:*
- X regional seminars; X participants, in X country.
- title of publication, type of publication (brochure, manual, flyer, book, training material, etc.) language, format (electronic/printed), number of pages, number of copies.

No.	Output	Factual and quantitative data	Target group

1.	Meetings of Project Steering Group	The Project Steering group will comprise representatives of all partner organisations. 4 meetings of the Project Steering Group will be held (2 in Brussels and 2 in Dublin)	Project partners
2.	Meetings of National Advisory Committee	An Advisory Committee will be established in Dublin comprising representatives of NWCI, members of the National Observatory on Violence against Women, the Gardai (Police), students unions, and Irish UTLIs	Committee members
3.	Appointment of external expert	An external expert will be appointed to advise project partners on the on-going development of the project. The external expert will attend 2 meetings of the Project Steering Group.	Project Partners
…			