

From policies to practice:

Pathways to end gender-based violence in academia and research

UniSAFE Final Conference

Namur, 21-22 November 2023





Session 5: Where to start? Improving, implementing and assessing institutional policies





Session 5- Where to start? Improving, implementing and assessing institutional policies



François-Xavier Fievez
University of Namur



Pascale Vielle
UCLouvain



Jasna Podreka
University of Ljubljana



Vasia Madesi Yellow Window



Panagiota Polykarpou Yellow Window



Moderated by Siobán O'Brien Green Trinity College Dublin

#FCUniSAFE



Introduction to the UniSAFE toolkit

Session 5 - Where to start?
Improving, implementing and assessing institutional policies

Panagiota Polykarpou Yellow Window





UniSAFE Toolkit



About this toolkit UniSAFE Project The 7P Framework Sitemap



Welcome to the UniSAFE toolkit

Designed to address gender-based violence in higher education institutions and research organisations, this comprehensive resource is here to support you.

Whether you're just starting to reflect on the issue or seeking to improve existing policies, you'r in the right place. Our toolkit offers guidance on designing effective policies and implementing concrete measures as we work together towards addressing gender-based violence.

Join us in creating a safe environment for students and staff.



















www.unisafe-toolkit.eu



UniSAFE toolkit: The rationale behind

Key aim:

- Provide practical guidance for addressing gender-based violence;
- Provide useful resources for individuals and organisations involved in various stages of addressing the issue;
- Help in designing effective policies and implementing concrete measures.

Target audience:

Higher Education Institutions and Research Organisations





UniSAFE Toolkit

Main elements of:

- The 7P Framework Theorising gender-based violence policies
- A guide to implementation Implementing the 7Ps in practice
- Where to start? Assessment tool and Action Plan

Supporting elements:

- Gender-based violence and other concepts
- Facts and figures
- Legal and policy framework on gender-based violence
- Inspiring practices
- Resources and capacity-building materials
- Information about the toolkit, UniSAFE project and acknowledgments
- Navigation page





7P Practice

Implementing the 7Ps in practice

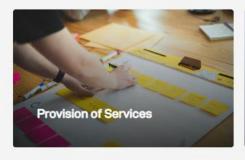
How to implement each of the 7Ps? In this section of the toolkit, you can find guidance on the design and effective implementation of a comprehensive policy framework to address gender-based violence. It is structured according to the 7Ps, and for each P you will find tips and suggestions, along with dos and don'ts, references to existing tools and resources, as well as materials for further reading and exploration.









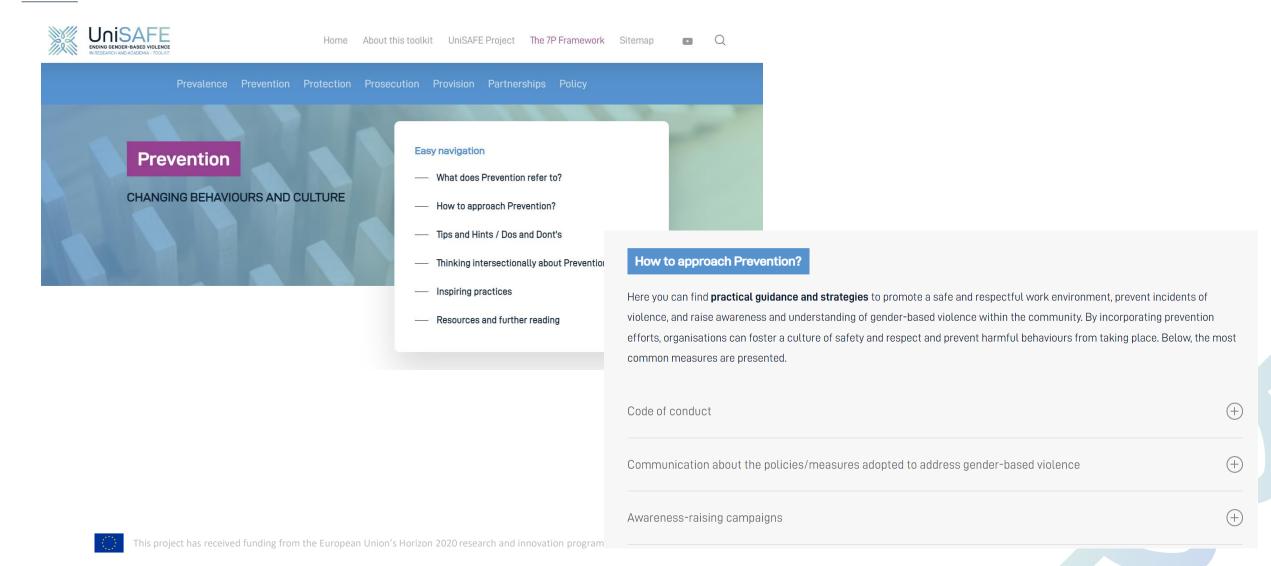






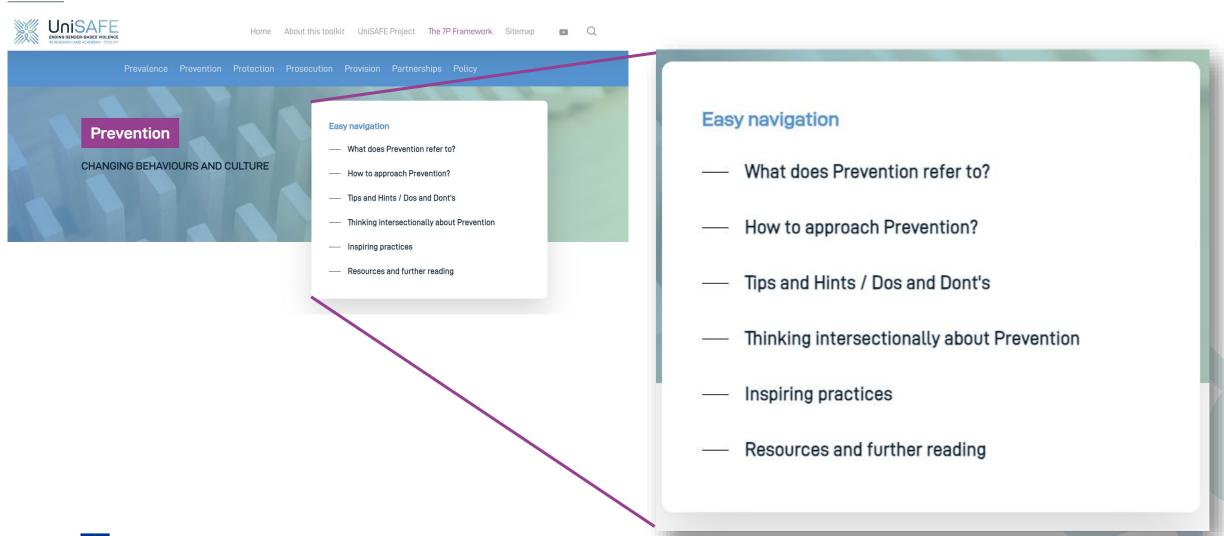


Implementing the 7Ps



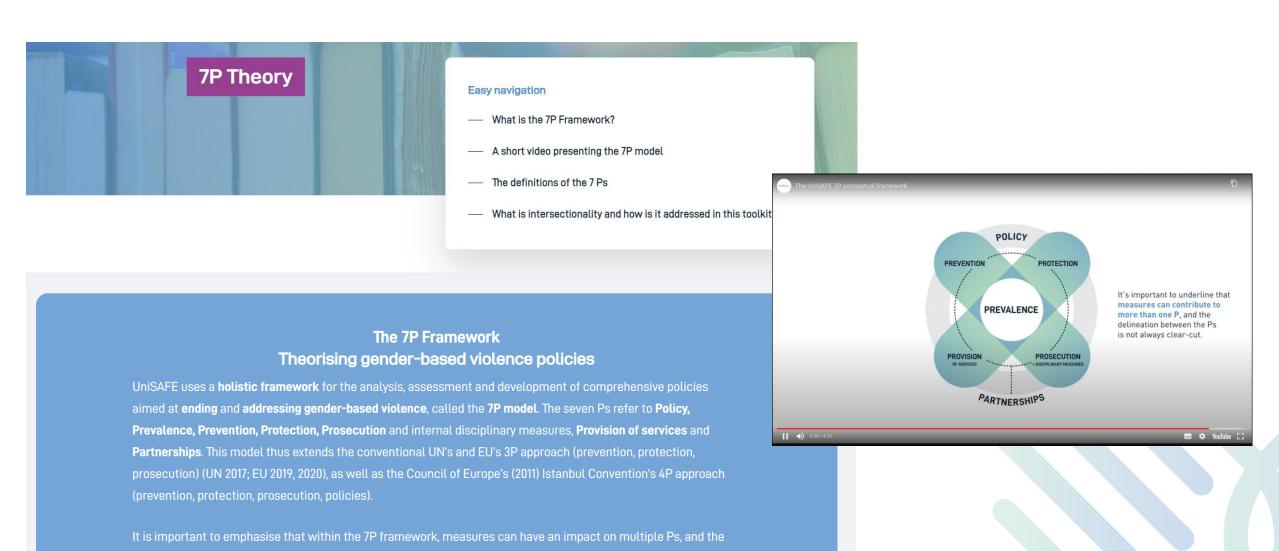


Implementing the 7Ps



boundaries between these Ps are not always clearly defined.







Action Plan for setting up a comprehensive policy framework

This guidance is particularly helpful for those who are at the **beginning stages** of creating and implementing a policy framework to address gender-based **violence**. It offers a good **starting** point with clear and easy-to-understand **instructions**, and **practical tips** to help organisations design, implement, monitor and evaluate their plan.

Template

[Introduction of the Organisation: scope, mission, values]

[Assessment Report (not mandatory)]

[What is the aim of this Action Plan?]

Action Plan Template

What is an Action Plan and how to use this Guidance document?

An Action Plan is a detailed document that outlines the steps and actions necessary to achieve a specific goal or objective. In the context of implementing a comprehensive policy framework combatting gender-based violence in academia, an Action Plan would be a roadmap that provides a clear and detailed plan of actions for how to design, implement, enforce, monitor and evaluate the plan. It should be comprehensive, realistic, and flexible, with clear goals, roles, timelines, and monitoring mechanisms to ensure its success.

This guidance is particularly helpful for those who are at the beginning stages of creating and implementing a policy framework to combat gender-based violence. It offers an excellent starting point with clear and easy-to-understand instructions, and practical tips to help you design, implement, monitor and evaluate your plan.

Important

The Action Plan is not meant to be a stand-alone document, but rather to serve as a working tool. The aim is to integrate measures relating to gender-based violence into the broader policies and practices of the organisation to ensure a comprehensive and consistent approach to addressing gender-based violence.

rention

e the challenges and weaknesses identified in relation to [Thematic identified in Stage 2)

goal is to design a comprehensive prevention strategy that aims: 1) to wareness for students and academic & admin staff on the different gender-based violence, and the available services offered at the n and, 2) design an educational programme for bystanders and build a of at least 50 across the different functions of the university.

isible ly	Timeline	Target	Indicators	Resources Required
ice & an rces	December 2023	At least 50 students attend all the series of workshops	Indicators	Trainer/ Facilitator; HR Budget

e Promotion of Equality in Research and Academia, No.787829)



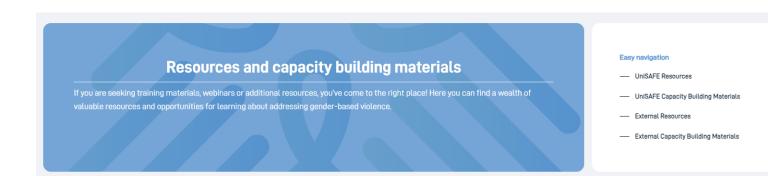




Resources and capacity-building materials

Resources

- Step-by-step guide to awarenessraising campaigns on gender-based violence
- Guidelines for developing a Protocol for addressing gender-based violence
- Set of case stories guide for co-creation activities
- Set of persona stories addressing gender-based violence for cocreation activities
- Set of recommendations





Facilitating change: addressing gender-based violence in co-creation activities through fictional characters

The guide on the use of personas introduces a range of fictional characters that represent diverse individuals who have different backgrounds, experiences and perspectives related to gender-based violence in research and higher education. These personas serve as a dynamic tool to enrich co-creation and participatory activities as well as training sessions, promoting discussions and a better understanding of the challenges faced in addressing gender-based violence. The use of personas also allows to check the application of (planned) measures by verifying how they would affect the different personas. The guide is meant for a variety of professionals to help them review and develop policies and build skills.

Download the guide 5

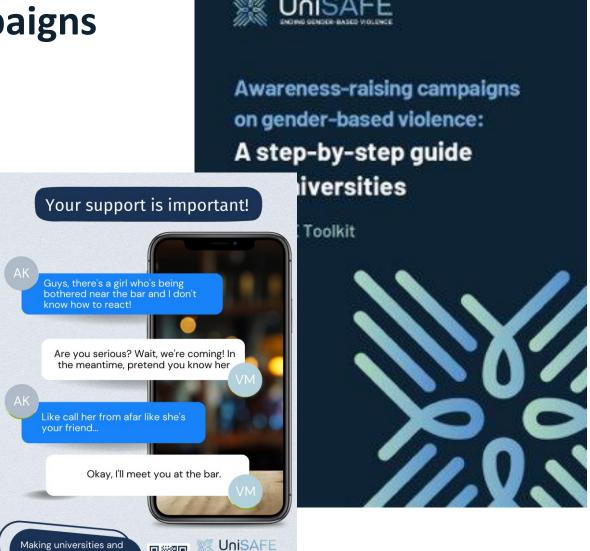
research organisations safe from gender-based

https://unisafe-gbv.eu



Guide to awareness-raising campaigns on gender-based violence

This guidance is a **practical tool** for universities and research organisations across Europe who would like to **learn more about setting up awareness-raising campaigns** and **replicating the inspiring practices** presented. It is meant for **communication officers**, **gender equality/equality** and **diversity officers**, or **any staff interested**.

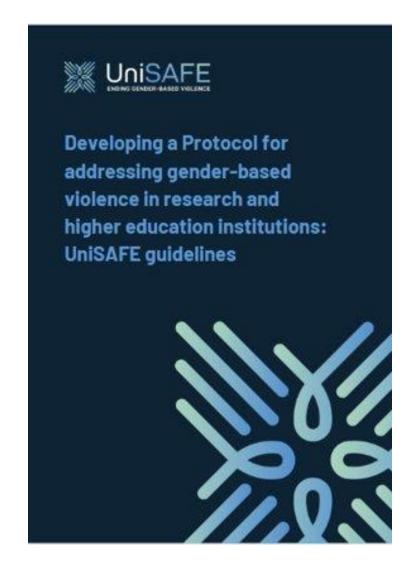




Developing a Protocol for addressing gender-based violence

This document aims to give guidance to research and higher education institutions in designing a protocol to address gender-based violence. The guidelines explain **what a protocol is** and **which elements it should cover**, along with **practical tips** and **sample practices**.

The primary audience for this guide includes **staff members** responsible for developing and implementing a protocol within their institutions.

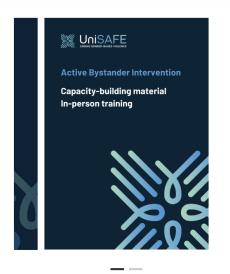




Resources and capacity-building materials

Capacity-building materials

- Setting up and Implementing Institutional Policies to Address Gender-Based-Violence in Academia (in-person)
- Webinar Series (pre-recorded) on Setting up and Implementing Institutional Policies to Address Gender-Based-Violence in Academia
- Bystander Intervention (in-person and online)
- Webinar series for teachers and students
- Recommended reading lists





Active Bystander Intervention Training (In-person)

The training on active bystander intervention aims to educate institution members (staff and students) on gender-based violence and provide them with the necessary skills to recognise and intervene in risky and inappropriate situations. The programme includes interactive exercises, examples of the gender-based violence continuum, role-playing and discussions on identifying risk and inappropriate situations and making safe interventions. The material have been designed for an **onsite session** with an estimated **total duration of 3 hours**.

A training for:

- Administrative staff
- Faculty members
- · Researchers and students
- Anyone wishing to be empowered as active bystanders and to take preventive actions by intervening in potentially harmful situations

Download the training material



UniSAFE Webinar: The 7Ps Framework

This three-part webinar series aims to present UniSAFE's 7P model with featured guest speakers sharing inspiring practices that have been successfully implemented by European institutions.

Target groups:

- Gender equality officers/focal points/equality and diversity officers
- · Human Resources officers
- Ombudspersons
- · Gender Equality Plan team members
- · Health and safety officers
- . Heads of Department/Unit in charge or involved in gender-based violence.

Check out the playlist



Resources and capacity-building materials

Download the training materials

Capacity-building materials



Setting up and Implementing Institutional Policies to Address Gender-Based-Violence in Academia (In-person)

The aim of this training is to provide participants with a comprehensive understanding of gender-based violence and its impact on academic environments and demonstrate the prevalence of gen based violence in the research field and highlight its specific characteristics. This session aims to introduces the 7P model of UniSAFE and to share successful practices that have been implement by European research-performing organisations in establishing and executing institutional policie and practices addressing the issue. The material have been designed for an **in-person session** wit estimated **total duration of 6 hours**.

A training for:

- Gender equality officers/focal points/equality and diversity officers
- · Human Resources officers
- Ombudspersons
- · Gender Equality Plan team members
- · Health and safety officers

Heads of Department/Unit in charge or involved in gender-based violence.

Download the training materials in Lithuanian

Download the training materials in Spanish

Additional materials:

Setting up a comprehensive policy framework addressing gender-based violence in academia: a step-by-step guide

Facilitating change: addressing gender-based violence in co-creation activities through fictional characters

Facilitating change: a guide to using case stories in co-creation activities for addressing gender-based violence



From policy to practice: pathways to end

Set of recommendations

- Recommendations for policy-makers
- Recommendations for higher education and research institution associations and umbrella organisations
- Recommendations for higher education and research institutions
- Recommendations for research funding organisations
- Recommendations for staff associations and unions
- Recommendations for student associations and unions





Thank you for your attention!

Find more at www.unisafe-gbv.eu & www.unisafe-toolkit.eu

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Introduction to awareness-raising campaigns

Session 5 - Where to start?
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Vasia Madesi Yellow Window





Step-by-step guide

A practical tool to learn how to set up and replicate successful awareness-raising campaigns on gender-based violence.

For communication officers, gender equality/equality and diversity officers, or any staff interested.



https://unisafe-gbv.eu/





Steps

CREATE

LAUNCH

Launch your campaign using the channels and materials you have developed in the timeframe you have set.

EVALUATE

STEP 3: EVALUATE

STEP 1: CREATE

The creation phase starts from the idea and it ends with the strategy and the development of a total set of materials to launch a campaign on GBV. During this phase, it is important to find allies and actors to help you define an effective campaign strategy and move on to the next stage.

Track the effectiveness of your campaign, including metrics such as the number of views, interactions, use of any emergency numbers or feedback from the audience. Use this information to improve future campaigns and embed this activity in institutional planning for GBV.

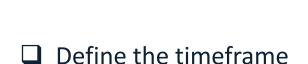


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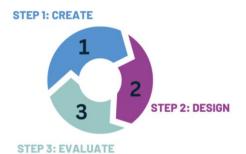
Step 1: CREATE



- ☐ Set up a Working Group/Team
- ☐ Set up the campaign's objectives
- Find your target audience
- Define the costs/resources needed
- Develop a clear message
- Find the suitable channels (online/offline)
- ☐ Focus on designing an eye-catching, visuallyappealing and SMART campaign



- Get approval
- Think about the impact
- Think intersectionally





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Step 2: LAUNCH



- ☐ Press release
- Event
- ☐ Word of mouth / influencers
- ☐ Explore other media channels (online and offline)







Step 3: EVALUATE



☐ Evaluating the campaign is key

- Qualitative and quantitative indicators
- Engagement metrics, awareness, knowledge, and behaviour
- Evaluation report
- Results to key stakeholders and decision-makers
- ☐ Think beyond the campaign: sustainability of efforts
 - Incorporate the campaign into ongoing initiatives/ policies
 - Provide resources and support





Tips, dos and don'ts

☐ Emergency call numbers ☐ Psychological support to victims/survivors and bystanders ☐ Engagement opportunities (e.g. pledges,etc.) ☐ Give a platform to share stories ☐ Align the messages with the university's policies ☐ Tone of voice used in messaging (slang language, humour, serious tone, etc.) ☐ Accurate & up to date information Use storytelling, multimedia, and art installations ☐ Eye-catching visual design ☐ Collaborative approach with stakeholders for shared ownership



Key takeaway

Gender-based violence is a complex issue, and your campaign is just one step towards addressing it. Ensure you follow up with your target audience by providing them with resources and support and continuing the conversation about gender-based violence at your institution.



Inspiring practices







"Don't turn a blind eye" #UNIUNIE Contre le harcèlement The University of Geneva, Switzerland

Poster campaign to raise awareness about sexual harassment The University of Namur, Belgium





Poster exhibition





LUIS*A on Campus



A Campaign against Sexual Harassment and Violence by the Office of the Working Group for Equal Opportunities (AKGL)

Awareness-raising campaigns

We are the Gender Bas is open to t

community campuses, from an int

approach, b Per Non Su Bologna.

HAVE YOU SUFFERED DISCRIMINATION FOR YOUR GENDER IDENTITY OR SEXUAL ORIENTATION

HAS SEXUAL **ACT BEEN FORCED AGAINST YOUR WILL**



Introduction and Objectives As a university, we take a firm stance against sexual harassment and offer What is LUIS*A on Campus? tection and suport to those affected i A campaign against sexual harassment and violence on the campus of the University of Graz. Who is LUIS*A supposed to help? Internationisation and Equal Opportunities All students, university employees and persons located on campus who have been affected by sexual harassment. Idea and first steps Where can you ask for LUIS*A? You can ask the staff for LUIS*A at all LUIS*A spots es-In 2019, the city of Graz successfully initiated the "LUItablished on campus. There are 21 spots with trained SA is here" campaign (modeled on the "Ask for Angestaff, evenly distributed on the campus. All LUIS*A la" safety initiative) to help those affected by sexual haspots are consistently signposted. rassment and violence in bars. People who feel unsafe What do we want to achieve with LUIS*A? help by approaching venue staff and asking them for Support for those affected by sexual harassm violence in acute situations by creating safe Prevention as a key element in making camususes safer Awareness-raising through information campaigns In 2022, this campaign was extended to all public open-air and indoor swimming pools of Graz. z is now offering rapid affected by sexualized impact of LUIS*A spaces (LUIS*A spots) f numerous staff members by and English website including sexual harassment (LUIS*A's IS*A spots on Google Maps on campus and posts Sans Oui, ground c'est interdit c'est interdit

cards, ed all

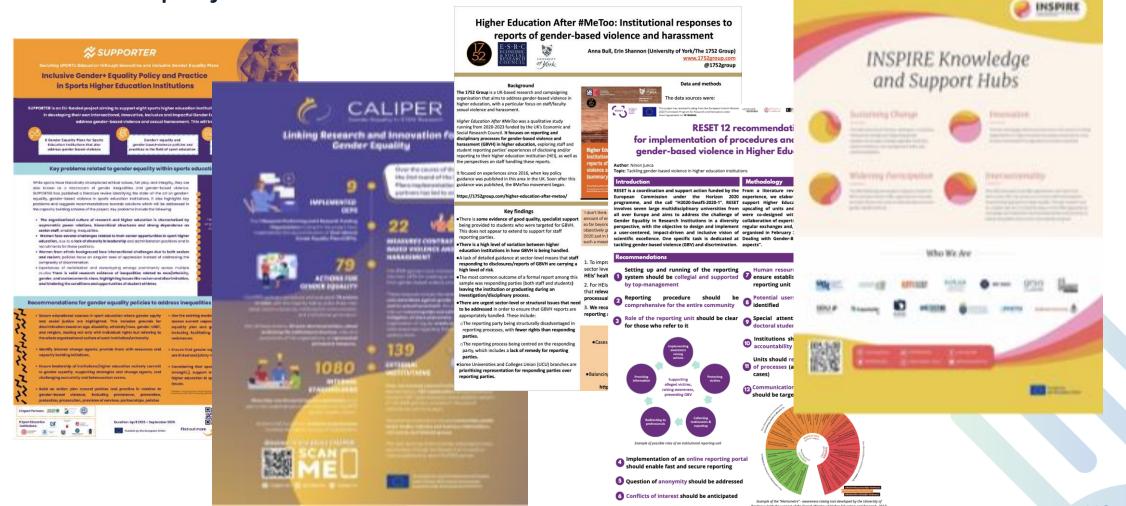
Sans Oui,

c'est interdit

Sans Oui,



Sister projects and initiatives





Poster exhibition format

Date & Time: Today at 14:00 after lunch

Location: In front of the posters

Presentation Format

Each poster owner will stand next to their poster, providing information, and answering questions.

Note

Posters will be exhibited throughout the conference.

Instructions:

- Attendees are encouraged to engage with presenters during the scheduled poster presentation.
- Explore the poster exhibition at your convenience throughout the conference and get more information using the QR codes in each poster.
- Post on your social media channels to raise awareness.



Thank you for your attention!

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