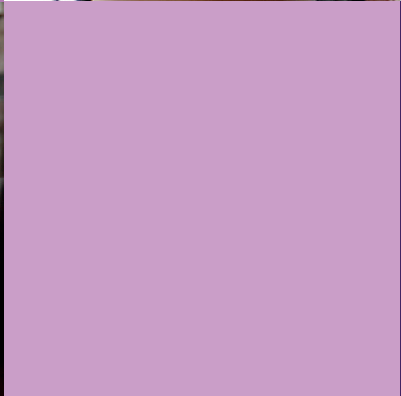


GUIDELINES FOR AWARENESS RAISING ON VIOLENCE AGAINST WOMEN AND DOMESTIC VIOLENCE



**To inform the actions of authorities and organisations
in running awareness raising campaigns as per the
standards of the Istanbul Convention**

COUNCIL OF EUROPE



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To inform the actions of authorities
and organisations in running awareness
raising campaigns as per the standards
of the Istanbul Convention

Council of Europe project “Reinforcing the Fight Against Violence
against Women and Domestic Violence in Kosovo * – Phase II”

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February 2021

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Table of Contents

Acknowledgments	4
Acronyms	5
1. AIM AND SCOPE OF THE GUIDELINES	7
2. KOSOVO* SOCIETY AND VIOLENCE AGAINST WOMEN AND DOMESTIC VIOLENCE	9
3. AWARENESS RAISING IN KOSOVO*: STATE OF PLAY	11
4. THE WAY FORWARD: AWARENESS-RAISING GUIDELINES ON VAW AND DV IN KOSOVO* 13	
4.1. Linkages to the general policy framework on VAW and DV	13
4.2. Designing the content of awareness-raising campaigns	14
4.2.1 Use a gender-sensitive language	15
4.2.2. Aim at an empowering message	16
4.2.3. Promote new images of women and men	17
4.2.4. Involve boys and men as agents of change and advocates	18
4.2.5. Work on all forms of VAW and DV	20
4.2.6. Avoid victim-blaming	22
4.2.7. Reach out to the victims	23
4.2.8. Reach out to the witnesses	25
4.2.9. Inform the general public about the reality and impact of VAW and DV	26
4.3. The importance of data and involving all stakeholders in awareness-raising campaigns or programmes	26
4.3.1 Data collection, evidence-based policy making and evaluating impact	27
4.3.2 Involving women organisations and gender-equality experts	28
4.3.3 Fostering multi-agency co-operation: involving all relevant stakeholders	31
4.4. Working with the media including the role of the Independent Media Commission and self-regulation of the sector	32
4.4.1. Working with the media	32
4.4.2 Awareness raising and training of frontline professionals	34
4.4.3. Private sector	36
4.4.4. Identify sustainable funding for raising awareness on VAW and DV	36
5. STEPS FOR AWARENESS-RAISING CAMPAIGNS	39
5.1 Start/duration/calendar of the campaign	39
5.2 Identify audience/mobilise communities	40
5.3. Define one clear and short key message/slogan	40
5.4 Give the helpline number/ contact number	40
5.5 Test message with focus group	41
5.6 Prepare key materials	41
5.7 Prepare key actions	41
5.8 Consider professional monitoring against backlash	42
5.9 Monitoring and evaluation	42
6. CHECKLIST FOR AWARENESS-RAISING CAMPAIGNS	43
ANNEX 1 Relevant Articles of the Istanbul Convention	45
ANNEX 2 Possible themes	47
References	48

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Acronyms

AGE	Agency for Gender Equality
AJK	Association of Journalists of Kosovo*
CoE	Council of Europe
CSW	Centre for Social Work
DV	Domestic violence
EIGE	European Institute for Gender Equality
GREVIO	Group of Experts on Action against Violence against Women and Domestic Violence, Council of Europe
IMC	Independent Media Commission
KWN	Kosovo* Women's Network
NGO	Non-Governmental Organisation
NSPDVAP	National Strategy on Protection from Domestic Violence and Action Plan
OSCE	Organization for Security and Cooperation in Europe
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNIFEM	United Nations Development Fund for Women, part of UN WOMEN
VA	Victim Advocate
VAW	Violence against Women

1. Aim and scope of the guidelines

The aim of the presented guidelines is to support Kosovo* authorities in their efforts to change attitudes and beliefs that can otherwise lead to or justify violence against women and domestic violence. In doing so, the guidelines draw on the requirements set up by the Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence - Istanbul Convention.

The Istanbul Convention is the main international legal standard and the most comprehensive international treaty to tackle violence against women (VAW) and domestic violence (DV).

The purposes of this convention are to:

- ▶ protect women against all forms of violence, and prevent, prosecute and eliminate violence against women and domestic violence
- ▶ contribute to the elimination of all forms of discrimination against women and promote substantive equality between women and men, including by empowering women
- ▶ design a comprehensive framework, policies and measures for the protection of and assistance to all victims of violence against women and domestic violence
- ▶ promote international cooperation with a view to eliminating violence against women and domestic violence
- ▶ provide support and assistance to organisations and law enforcement agencies to effectively cooperate in order to adopt an integrated approach to eliminating violence against women and domestic violence.

The Istanbul Convention promotes changes in attitudes and beliefs that can otherwise lead to, or justify, violence against women and domestic violence. It calls for measures in the fields of awareness-raising, education, the training of frontline professionals, preventive intervention and treatment programs, and the participation of the private sector and the media. The Istanbul Convention underlines the necessity for self-regulatory standards of the media as well as campaigns aimed at the general public and/or frontline professionals. In particular, the Istanbul Convention underlines the obligation of member states to conduct on a regular basis and at all levels, awareness raising campaigns or programmes (Article 13) and ensure dissemination of information among the general public on measures available to prevent acts of violence against women and domestic violence. The Convention also stresses the need to include teaching materials on equality between women and men, and non-violent conflict resolution (Article 14) and provide training for the relevant professionals dealing with victims or perpetrators (Article 15). The participation of business and the media sector is encouraged due to their potential reach in changing gender roles and stereotypes that can lead to VAW and DV.

This document is prepared in the framework of the Council of Europe project “Reinforcing the fight against violence against women and domestic violence in Kosovo* – Phase II”, which sets up guidelines based on Istanbul Convention standards for awareness raising and campaigning against violence against women and domestic violence.

2. Kosovo* society and violence against women and domestic violence

Violence against women and domestic violence affect women globally, including women in Kosovo*. Some of the root causes of violence against women remain gender inequality and norms that accept and justify violence. Preventing violence, protecting, rehabilitating, and reintegrating victims of domestic violence or of any form of violence against women, and prosecuting perpetrators continue to be a challenge for Kosovo*.

Intervention in cases of domestic violence requires serious and professional commitment from the institutions called to assist with the protection of victims of domestic violence and violence against women in general. A wrong response, such as improper prosecution, low sentences for perpetrators and victim blaming, can result in a loss of trust in institutions by the victims. It can also lead to cases of domestic violence ending in fatality, i.e., the killing of victims and children or other family members as witnessed in the social and traditional media reporting of different cases.

Kosovo*'s Gender Equality Program 2020-2024 emphasises that “Kosovo society continues to assert or tolerate violence as a way of disciplining or raising children and controlling and keeping women in their social position”. It also highlights that “women remain considerably higher in number as victims of domestic violence and other forms of gender-based violence in Kosovo”.

Very few women who have experienced violence report it to the police. The Kosovo* Program for Gender Equality 2020-2024 and Action Plan along with various reports conducted in Kosovo* by women-led non-governmental organisations as well as by international organisations have found that women do not report violence against them for various reasons, including: a lack of knowledge on the role of institutions that provide services to victims of domestic violence, as well as a lack of trust in the work of local institutions such as the police, Centre for Social Work, victims' advocates, the prosecution and the judiciary. The 2018 study by the Kosovo Women's Network found that “insufficient confidentiality, victim-blaming and attempts at family reconciliation remain prevalent”. According to the OSCE, only 2% of women reported their most serious incident of current partner's violence to the police.

Moreover, it has been evidenced that Kosovo* society continues to view domestic violence as a private matter, to be resolved within the family. According to OSCE, nearly half of the women surveyed (48%) believe that domestic violence is a private matter that should be kept within the family. Social norms, and the patriarchal mentality that still prevails in Kosovo society, have led to women who experience violence not accepting the help they are legally entitled to. Traditional gender roles are still promoted in school literature, where women continue to be represented as housewives, mothers who are wise and gentle and who listen carefully to the orders given to them, while men appear as strong and taking on different roles in society, such as doctor, police officer, firefighter, etc. Such promotion of gender roles affects the continued reproduction of these gender stereotypes, which also impact in the inflicting of domestic violence. In cases where women want to report violence, they face significant pressure from their community and their families.

In the absence of economic independence, or limitations in fulfilling their rights on property and inheritance due to prevailing cultural norms that pressure property ownership or inheritance in patrilineal line, many women are forced to continue living in an environment of violence against them. In cases where they have children and the perpetrator of the violence is the spouse/partner, victims often fear that they will be deprived of custody. The 2018 KWN research found that social workers in Centres for Social Work often tend to recommend in court the custody of children to the perpetrator of violence, the father of the children, as they (men) are usually better off financially; while proper analysis of the consequences of the separation of children from their mother and the safety of children entrusted to a perpetrator of violence, are not taken into account. On the other hand, in the absence of knowledge about their rights, women find it impossible to sue any institutions that have failed to provide the required service.

All these aspects combined make women reluctant to report the violence that has been exercised against them, while the number of reports remains low compared to the large number of girls and women who have experienced some form of violence.

Although in the last ten years, there have been various initiatives aimed at promoting legislation on protection from violence against women in Kosovo* and on undertaking of information campaigns on various forms of violence against women, the prevalence of violence against women continues to be worrying.

3. Awareness raising in Kosovo*: state of play

In 2010, Kosovo* adopted the first national Law on Protection from Domestic Violence, which was followed by the first National Strategy on Protection from Domestic Violence and Action Plan (NSPDVAP) 2011-2014, and a new NSPDVAP for the years 2016-2020. In 2012, Office of Prime Minister decided that the Deputy Minister of Justice would become responsible for leading the process of the implementation of the strategy.

Although the Strategy defines the responsible agencies and funds needed for implementing the activities, such expenditures however were not included in any specific government budget line as sustainable funding in this regard.

Awareness raising campaigns are often designed by private sector companies that are experts on campaigning but not on designing campaigns on sensitive topics such as violence against women and domestic violence. They do not necessarily have teams trained on these topics and might fail to consider aspects of gender sensitivity. Also, there is lack of situational analysis on issues to be addressed, based on which the campaigns would be build.

Designing proper awareness campaigns seems a difficult task to complete. Among other things, achieving changes in behaviour requires long lasting efforts, the sharing of best practices and co-operation, detailed planning and clarifications regarding attitudes that need to be changed, continuity, resources, and evaluation. Aside from some excellent examples of campaigns conducted by women-run NGOs and the Agency for Gender Equality, the importance of including all these aspects seem to have been overlooked by Kosovo* institutions when they planned and implemented awareness-raising campaigns. Because of the lack of budget planning, these institutions often tend to repeat the same activities (sometimes even using the same promotional materials) throughout the years and they often fail to target different groups.

Media play a crucial role in preventing and raising awareness on VAW and DV. The NSPDVAP also highlights the importance of co-operating with media professionals. It states that there should be: "continuous training and certification of journalists and media officials on how to use the media as a DV prevention tool" and that "informing the public through the media on the legislation in force, the protection that is provided and relevant institutions where they can be referred to".

Besides raising awareness on VAW and DV, media have an important role also in changing attitudes and social norms. When reporting about VAW and DV media should write in a gender sensitive manner. Media in Kosovo* lack effective monitoring by relevant authorities such as the Independent Media Commission who would ensure proper reporting and would prevent any possible violation when reporting for sensitive topics such as VAW and DV.

"Our country has been facing horrendous scenes and news motivated from gender-based violence, which are shocking to any age group. All this came as a result of continuous efforts by the online media to use the violence and crimes committed against women to reach a higher number of clicks. The headlines they use make many people comment on the crime, instead of condemning the act, mainly use victim blaming language and give support to the perpetrator", states the Head of the Association of Journalists of Kosovo.*

Recently the Agency for Gender Equality has increased their efforts in media monitoring in order to detect non-gender sensitive reporting by different media outlets. For example, in 2020 the AGE reacted when the Radio Television of Kosovo* broadcasted the promotional video of a local company which was promoting violence against women. Besides reacting publicly, the AGE wrote to the Media Commission asking for the removal of this promotional video. As a result, the promotional video was removed from public broadcast. Also, AGE has undertaken two periodic researches for monitoring written media on gender sensitivity perspective, with the aim to support media on implementation of gender sensitivity policies stated in LGE.

4. The way forward: awareness-raising guidelines on VAW and DV in Kosovo*

4.1. Linkages to the general policy framework on VAW and DV

In order to achieve the highest impact and effectiveness, all awareness-raising initiatives should be aligned with and supportive of Kosovo's* central policy for ending VAW and DV.

Programmes should be based on the results and lessons learned from existing prevention work considered as promising.

This includes practices that (Council of Europe, 2014):

- ▶ use a gendered and human rights-based approach
- ▶ provide a local evidence-base
- ▶ are sustainable and replicable
- ▶ enable excluded sectors of society
- ▶ include community ownership
- ▶ include partnerships.

Multi-agency cooperation needs to be improved and strengthened. At national level, all ministries involved should hold regular meetings in order to discuss VAW and DV. At local level, local councils, police forces, judiciary bodies and women groups should build a strong network and set up an efficient way of working together in ways of preventing and tackling VAW and DV.

Campaign planners need to ensure that an effective response to VAW and DV is in place, should the campaign find a strong echo within the population. This also means that awareness raising initiatives should be accompanied, if not preceded by, a policy on gender equality in general. Combating VAW and DV requires a context in which gender equality is the guiding principle in all spheres of society, both public and private.

As signalled by the Group of Experts on Action against Violence against Women and Domestic Violence (GREVIO, 2020):

“Recognising the structural link between gender inequality and violence against women remains a fundamental challenge, thereby limiting the extent and effectiveness of measures to counter violence against women. In some societies, lack of awareness and/or outright denial of this structural connection impedes effective implementation or is even the reason for failing to develop comprehensive policies.”

The following milestones are relevant to ensure that any awareness raising campaign is substantially linked to the relevant policy frameworks:

- ▶ In 2005, Kosovo's Agency for Gender Equality was set up under the Office of the Prime Minister.
- ▶ On 10 August 2010, the Law on Protection against Domestic Violence was passed, followed by the Law on Gender Equality on 26 June 2015.
- ▶ The Constitution of Kosovo* enables for direct applicability of International Treaties. Thus, through a set of laws and policies, Kosovo* has been taking measures to implement the Istanbul Convention.
- ▶ The National Strategy for Protection from Domestic Violence and Action Plan 2016-2020 states that "actions were suggested that lead towards further harmonisation of legislation with the Istanbul Convention". Additionally, the NSPDV recommends awareness-raising as the first pillar of action: "Under the first pillar, foreseen measures include conducting yearly awareness-raising campaigns, regularly training all relevant professionals, integrating information on domestic violence in educational curricula, and disseminating information on services and legal measures through different media outlets and research" (Gavric 2018).
- ▶ On 25 September 2020, the National Assembly of Kosovo* adopted an amendment to the Constitution giving direct effect to the Istanbul Convention. This significant step reinforces Kosovo's* commitment towards international law on VAW and DV.

In such a context, activities on awareness raising should:

- ▶ be driven by a working group that includes representatives from the sectors of education, media, police, judiciary, social affairs, etc.
- ▶ be based on and contribute to the implementation of initiatives already in place as well as forthcoming ones in line with the Istanbul Convention
- ▶ learn from achievements of past campaigns in Kosovo*.

4.2. Designing the content of awareness-raising campaigns

Awareness-raising campaigns and programmes need to aim to:

- ▶ change attitudes, behaviours and beliefs that normalise and justify VAW and DV
- ▶ prevent men and women from becoming victims/perpetrators
- ▶ inform the wider public, especially victims and perpetrators, about the available resources
- ▶ inform about the relevant laws and policies and provide information about measures available for victims and perpetrators
- ▶ aim at encouraging victims and witnesses to come forward, once enough professionals have been trained to help and refer them to appropriate services.

The process has been described by UN WOMEN:

"On an individual level, raised awareness (e.g. that domestic violence is a national problem affecting women of every class, race and ethnic group), can become knowledge (40% of women in my province have experienced abuse of some kind in their own home), which transforms attitudes (women feeling they are not to blame for the violence they have experienced) and, ultimately, brings about behavioural change (a woman calling a confidential telephone 'hotline' to report violent behaviour on the part of her partner)." (Drezin et al., 2003)

The following sections will look into nine key-points in designing campaigns:

- ▶ use a gender-sensitive language
- ▶ build an empowering message
- ▶ promote new images of women and men
- ▶ involve men and boys, work on all forms of VAW
- ▶ work on all forms of VAW and DV
- ▶ avoid victim-blaming
- ▶ reach out to the victims
- ▶ reach out to witnesses of VAW and DV
- ▶ inform the general public about the reality and impact of VAW and DV.

4.2.1 Use a gender-sensitive language

“The choice of language and images in efforts to raise awareness of violence against women needs careful consideration. Some types of messaging and imagery can reinforce the myths, stereotypes and victim-blaming attitudes that perpetuate an environment conducive to violence against women” (Council of Europe 2014).

It is important to look closely at the use of gender within language as it can be discriminatory in languages where the masculine form traditionally englobes the feminine. In a language where nouns can take on a male, female, or sometimes neutral form, the female form should not be made invisible by the male form. For example, the French for Human Rights has traditionally and historically been “Droits de l’Homme” which literally means “Men’s Rights”. Fortunately, “Droits Humains” (Human Rights) is becoming more and more common. Languages continuously evolve to reflect changes in society, and genders should be represented even if it may sound unusual upon first adoption.

Example of good practice

Gender-neutral alternatives to the use of masculine nouns/pronouns (UN WOMEN):

Avoid	Prefer
Men, mankind	People, humanity, human beings, humankind, we, women and men
Businessmen	Representatives, business community, business people
Chairman	Chair, chairperson, head
Congressman	Legislator, congressional representative, parliamentarian
Guys (referred to men and women)	All
Man-made disaster	Human induced disaster
Policeman	Police officer
Steward, stewardess	Flight attendant
Freshman student	First-year student
Landlord, landlady	Owner
Layman, common man	layperson, average person
Boyfriend/girlfriend or husbands/wife	Partners, spouses

In local languages in Kosovo* that would mean to follow the rules of the languages regarding the gender of the noun. When a noun is used in a sentence where the gender of the person is not determined, use both endings, for example in Albanian, “drejtor/e”, “zyrtar/e”; “mjek/e”.

4.2.2. Aim at an empowering message

Gender equality is at the centre of GREVIO's recommendations:

"The measures articulated in the Istanbul Convention are firmly based on the premise that violence against women cannot be eradicated without investing in greater equality between women and men and that, in turn, only real equality between women and men and a change in power dynamics and attitudes can truly prevent violence against women" (GREVIO, 2020).

Women's empowerment is central in the process of implementing gender equality in Kosovo* and elsewhere, not only for victims of gender-based violence. Indeed, women's social and economic development is key in all social spheres.

Awareness-raising messages can encourage women to make free use of the public space or to enter politics at all levels. Empowering messages can aim, for example, at promoting equal pay, for men and women to share domestic chores, and for women to be respected in areas traditionally dominated by men.

Empowering messages can apply as well to men in all spheres, including jobs traditionally that are considered to be for "women".

Raising awareness on empowerment means less discrimination on two levels:

- ▶ Women and girls in general – "I can do it", "I can be/become this woman", "I am allowed to have this ambition", "I can learn the skills"
- ▶ Victims whose self-confidence is being torpedoed by violence. Positive messages will work in that direction: "You deserve better", "Find your voice", "Women's Rights are Human Rights".

Examples of good practices



Gender Responsive Budgeting

(Kosovo* Agency of Gender Equality, 2017)

A video which explains that gender responsive budgeting implies the implementation of gender mainstreaming in the budget process, i.e. budget evaluation from a gender perspective, - gender aspects are taken into account at all levels of revenues and expenditures, in order to promote gender equality of women and men. In other words, gender responsive budgeting means budget distribution in such a way that both genders are equally supported in terms of budget at all levels.

Provide skills (NGO Women 4 Women Kosova*, 2017-2020)

The NGO Women 4 Women Kosova* underlines that "every day women struggle for social and economic equality in a rigid patriarchal society where men have the final say in all family matters and women are left with very limited access to education, health, property, protection and job opportunities." Therefore their 2017-2020 programme will "provide 450 marginalised women with the knowledge, skills and resources to help them build better lives for themselves, their families and communities."



Access to grants (EcoKos Women, Kosovo*, 2020-2021)

<https://womensnetwork.org/ekw-trains-women-farmers-in-advocacy/>

EcoKos Women, a member of the Kosovo Women’s Network, has launched the initiative “Advocacy for easier access of women to grants in the municipality of Pristina”. This includes trainings in Advocacy for Women Farmers in villages of the municipality of Pristina.

4.2.3. Promote new images of women and men

Gender-based violence is based on the idea that because men and women are different, their socialisation must follow different rules and fulfil different roles in society.

Pushed to the extreme, this leads to toxic masculinity, whereby the qualities expected of a man include extreme emotional and physical strength and used as a threat. Toxic masculinity exerts domination towards women and is exercised through fear, blackmail, and violence. When applied to women, their stereotypical role links seduction (physical attractiveness as a core value) and submission to men. Women’s reputation is monitored at all times.

The Constitution of Kosovo* establishes equality between men and women as a fundamental right. New images of men and women should clearly show this. They can include:

- ▶ Inversion of traditional gender roles:
- ▶ Traditional men jobs/activities/hobbies are shown performed by women, and vice versa: men taking care of their children/household/domestic chores while women relax with friends/watch TV etc. One picture can show a man doing the washing up while his wife sits on the sofa. This is a non-aggressive way to bring about a shift in mentalities.
- ▶ Promotion of shared domestic chores, parenthood, responsibilities, and non-violent sexuality.

Examples of good practices

Tackle stereotypes

One awareness-raising activity implemented at schools in several European countries is to ask the students to connect one quality to one gender: strength, fear, shyness, power, beauty, grace etc. Or to connect one profession to one gender: plumber, librarian, pilot, etc. The students can question their own bias, through an open discussion about stereotypes. Another idea is to take a close look at fairy tales and get the children to imagine a better gender balance in the narrative - than the prince on the move/the girl waiting for him to rescue her.

Gender-neutral toys (Sweden, 2012)

Advertising is moving away from stereotypes, by showing boys and girls playing together.



AGE promoting women in Kosovo* (2018)

A video by the Agency of Gender Equality which thanks women who have received awards honours, recognitions for their work in the field of human rights, acting, film directing, police.

Link: <https://www.youtube.com/embed/vHu7Wh-KCTgc?form=MY01SV&OCID=MY01SV&form=MY01SV&OCID=MY01SV>

4.2.4. Involve boys and men as agents of change and advocates

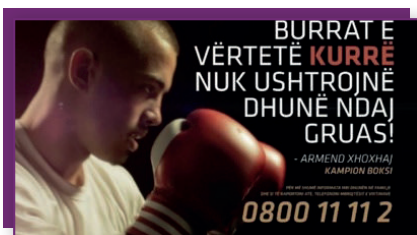
Article 12.4 of the Istanbul Convention states that: Parties shall take the necessary measures to encourage all members of society, especially men and boys, to contribute actively to preventing all forms of violence covered by the scope of this convention”.

Involving men and boys in re-thinking gender-based roles must start at an early age. In Sweden, for instance, efforts to counteract gender stereotypes and gender roles begin during pre-school. The Swedish National Agency for Education offers materials and professional development in the area of equal treatment and non-discrimination for compulsory and upper-secondary education.

Involving men and boys in the process is central but not easy. Peer pressure and traditions are among the toughest components of male domination. These awareness-raising procedures require careful thinking and tact. Edi Gusia, Head of the Kosovo* Agency for Gender Equality suggests that “violence is not a means of solving problems” is a strong starting point for beginning this process of dialogue. Therefore, topics can cover:

- ▶ what it means to be a man, a husband, a father, a brother from an equal role perspective
- ▶ questioning and re-evaluating patriarchy, domination, traditional men/women roles, aggressive models of masculinity
- ▶ what men will gain from eliminating gender hierarchies on a personal/emotional level
- ▶ how the lack of gender stereotypes brings about a less stressful environment at home, where domestic chores are shared, at school or at work, where men/women relations get to be more balanced and respectful.

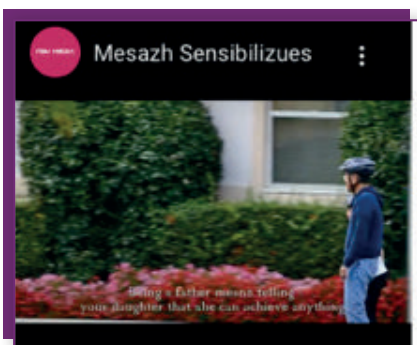
Examples of good practices



Champions of gender equality (Kosovo)*

Men and boys can act as role models or agents of change, and lead by example in combating VAW and DV. Specific awareness campaigns/activities for boys might be launched, based on the experience of specialised organisations such as the Young Men Initiative (SIT), in particular, by identifying champions of gender equality, who denounce VAW and DV, and present new masculinities and male role-models.

TV spots with famous boxers were broadcasted on the main TV channels in Kosovo* (2015).



Being a Father (Albania, 2016)

<https://youtu.be/-UHFnxIqILU>

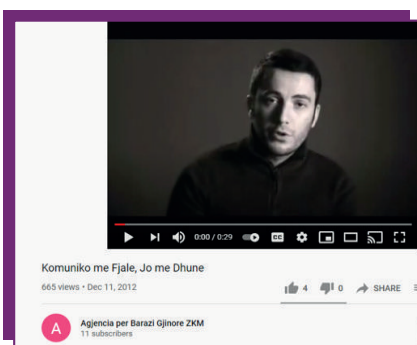
The Albanian Women Entrepreneur Network produced a video about Dads and Daughters. It showed how positive it can be for a girl to have an encouraging and loving father who takes time to be with her and do things together.



Man enough? (EIGE, 2013)

<https://eige.europa.eu/men-and-gender-equality>

The White Ribbon Campaign calls on men to take an active part in combatting VAW and DV.



Talk with words, not violence

(Agency for Gender Equality, Kosovo 2012)*

A video involving famous artists raising awareness against VAW and DV.

Link: https://youtu.be/OrRk8L_6ywo

4.2.5. Work on all forms of VAW and DV

The Istanbul Convention gives a list of the many forms of violence against women:

- domestic violence
- sexual harassment
- rape
- forced marriage
- crimes committed in the name of so-called “honour”
- genital mutilation
- forced abortion
- forced sterilisation
- stalking

Some countries have added prostitution as a form of VAW also. Over the years, campaigns should address all of these fields.

Domestic violence

Domestic violence itself can take many forms: economic violence and privations (including depriving access to financial resources/food/heating, etc.), psychological violence (including threats, blackmail, insults, stalking, control, isolation, keeping weapons at home etc), physical violence, rape and sexual assault.

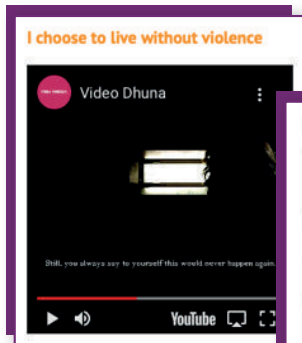
The current Kosovo* Law on Protection against Domestic Violence holds the following list:

1.2. Domestic Violence - one or more intentional acts or omissions when committed by a person against another person with whom he or she is or has been in a domestic relationship, but not limited to:

- 1.2.1. use of physical force or psychological pressure exercised towards another member of the family
- 1.2.2. any other action of a family member, which may inflict or threaten to inflict physical pain or psychological suffering
- 1.2.3. causing the feeling of fear, personal dangerousness or threat of dignity
- 1.2.4. physical assault regardless of consequences
- 1.2.5. insult, offence, calling by offensive names and other forms of violent intimidation;
- 1.2.6. repetitive behaviour with the aim of derogating the other person
- 1.2.7. non-consensual sexual acts and sexual ill-treatment
- 1.2.8. unlawfully limiting the freedom of movement of the other person
- 1.2.9. property damage or destruction or threatening to do this
- 1.2.10. causing the other person to fear for his or her physical, emotional or economic wellbeing
- 1.2.11. forcibly entering/removing from a common residence or another person’s residence
- 1.2.12. kidnapping.

In order to better understand domestic violence cases, it is useful to recall how it usually operates, through the so-called “cycle of abuse”: “a phase of tension building followed by acute violence and ending with a reconciliation or “honeymoon” phase and calm “(Walker, 1979). Understanding the “cycle of abuse” can help build awareness-raising messages, as a way of reaching out to the victims.

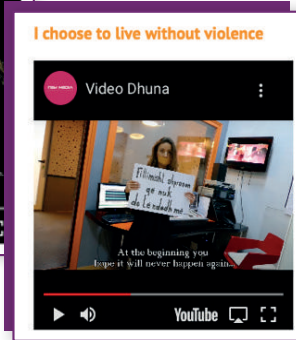
Example of good practice



The DV process described by former victim (Albania, 2020)

<https://youtu.be/PDTRY8kvJoY>

In this video by the Albanian Women Entrepreneur Network, AWEN, a woman examines all aspects of her personal experience of DV while several women appear on screen with messages against DV.



Marital rape

Rape by the spouse is one of the most difficult forms of violence against women to address. It is a widespread but unspoken phenomenon, hence the need to “implement regular awareness-raising and outreach activities specifically targeting sexual violence, including marital/intimate-partner rape.” (Council of Europe, 2017). When appropriate, spousal rape, or marital rape, might become the topic of an awareness-raising campaign with slogans along these lines: “a sexual encounter requires mutual desire” (“desire” rather than “consent”, which still implies gender inequality), “no means no”, rape is a crime, whether it is perpetrated by a stranger or by one’s husband.

Example of good practice



Campaign on spousal rape (United Kingdom, 2012)

There are not many examples of campaigns about spousal rape. Countries still find it difficult to inform the public that marriage doesn’t mean sexual consent. This poster is from the West Midlands Police.

Other forms of VAW

In its report on Montenegro GREVIO notes:

“the widespread need for more long-term and regular awareness-raising campaigns to lift existing taboos around rape and sexual violence” (GREVIO, 2018).

In its report on France, GREVIO observes that certain themes remain relatively unaddressed in awareness-raising campaigns and unknown to the public, such as psychological and economic violence, as well as the phenomenon of coercive control suffered by DV victims. Other areas where sustained advocacy efforts are necessary include: the persistent societal tolerance of rape and its denial, which dismiss victims; verbal and sexual cyber-violence against girls; the harmful consequences of domestic violence on child witnesses; and violence against certain groups of women at risk of discrimination, such as women with disabilities, women

in prostitution, women in the LGBTI community and women belonging to communities in which harmful practices (forced marriage, female genital mutilation) persist (GREVIO report on France, 2019).

4.2.6. Avoid victim-blaming

According to the 2015 survey conducted by Kosovo* Women's Network, 21% of Kosovars find it "acceptable for a husband to sometimes hit his wife", and 32% think that "it is natural that physical violence sometimes happens when a couple argues." In Kosovo*, "patriarchal customs, traditional attitudes and historical gender roles have limited women's right to contribute politically, economically and socially" (Council of Europe, 2017)

This, of course, is not specific to Kosovo*.

"Gender-based violence exists because of the differences in power between males and females and is rooted in cultural norms regarding masculinity and femininity, male honour, female chastity and obedience, and male sexual entitlement, an ideology that supports the idea that females are considered to be subordinate to males and that wives are expected to obey and satisfy their husbands." (CARE, 2014)

In cases of DV, victim-blaming implies that a woman has brought violence upon herself for all sorts of reasons – mainly because she has not pleased/served/obeyed her partner as she is expected to, by him and by society in general. Maybe she has cooked something he does not like, maybe she was late, or spent money he wished to control, or talked to the neighbour, or answered back.

In cases of sexual harassment or sexual assault in the public space or at work, victim-blaming includes the idea that she has brought it upon herself by "sending the wrong message", by refusing to see that "men have needs or sexual pulses". It will be said that her clothes or make-up are responsible for the assault, or that she should not be out at night.

From neighbours to the media, the perpetrator will be provided with "a reason", "an excuse" for his violence. Violence will be considered her "fault". It is often obvious that "Media narratives in fiction and news formats tend to represent an imagery of gender-based violence through repetitive stereotypes, myths and victimisation." (Wolf, 2013)

Women will often blame themselves for the violence - gender stereotypes are so strong that they dare not openly to question them. If a victim feels guilty, she will remain silent: perpetrators are aware of this and count on it to carry on perpetrating the violence. Society must switch from justifying VAW and DV to a zero-tolerance attitude.

Messages towards women could include: "You are not to blame", "You are not guilty". Messages towards society: "Violence is never the answer", "Violence is never justified, don't use it".

Examples of good practices



Changing points of view (European Commission, 2018)

<https://ec.europa.eu/justice/saynostopvaw/>

The campaign of the European Commission calling on EU citizens against VAW and DV.



The National Network to End Domestic Violence campaign (USA, 2018):

“Support, trust, and #BelieveSurvivors. Rightfully place responsibility on abusers and perpetrators to end abuse.”



A petition against discrimination against DV victims (launched by Alisha Lay, a photographer, Australia, 2017):



Preventing Sexual Harassment (AGE, Kosovo* 2020)

A campaign which informs about legislation but also what sexual harassment constitutes.

4.2.7. Reach out to the victims

The interests and needs of the victims must be the focal point of awareness raising campaigns. It is central to give strong thoughts to:

- ▶ **The slogan** implies that one is on the side of the victim. Messages will be along the lines of “you are not alone”, “you can find help”, “we believe you”.
- ▶ **The visual.** To show or not to show the physical expression of violence (a man hitting a woman) or its physical consequences (a woman on the floor/with blood/ a bruised face, etc), is an important question. Showing a wounded woman might not be relevant for reaching out to the victims, who might not recognise/identify their situation when so graphically presented to them. Besides, they cannot be portrayed as expected to just say no and put an end to the situation. “Victims of VAW and DV are represented in isolation and the responsibility to act and stop the abuse is often placed on them. Perpetrators of VAW and DV in particular, but also men in general, are largely excluded from the discourse. Instead of encouraging victims and building their confidence, a bleak picture of isolation and fear is painted in campaign texts.” (De Nagy, 2018)

GREVIO has underlined that “women in vulnerable situations should not be forgotten, for example, women with disabilities, women from national minorities including the Roma community, LBT (Lesbian, Bisexual, Transgender) women, women from rural areas, migrant, asylum-seeking and refugee women, women without a residence permit, and women with addiction” (GREVIO, 2020).

Examples of good practices



Informing victims that help is available (Montenegro, 2020)

This campaign was launched by the OSCE during lockdown, including useful phone numbers

Reaching out to victims to call the helpline (Germany, 2019)

A series of flyers, all available for download, reproduced lines often used by perpetrators: “No one will believe you, he said”, “He will find us, he said”, “The family will reject you, he said”, “You belong to me, he said” all followed by “But now, I’m speaking” and the helpline.

The information was available in 8 languages and there was a version for people with learning disabilities.



Accessible places for victims (United Kingdom, 2020)

This poster was placed in supermarkets, retailers and pharmacies (the only places one could go to during national COVID-19 pandemic lockdown) in Brent. It showed that the local authorities were aware of the high figures and gave helpline numbers. It was available in Polish, Somali, English, Arabic and Portuguese. The helpline numbers were also printed on the purchase receipt.

4.2.8. Reach out to the witnesses

Awareness-raising campaigns can speak to the witnesses of VAW and DV. They should be informed of the role they can play in assisting victims and reporting violence. For instance, they might not know that “failure to report child abuse and domestic violence constitutes a criminal offence under Article 384 of the Criminal Code of Kosovo*” (Council of Europe, 2017).

Examples of good practices



Addressing witnesses and friends (Australia, 2015)



The Trust Your Instinct campaign aimed directly at witnesses and friends. It said: “Don’t let concern become regret. DV Connect, make the call.”



Encouraging action (France, 2018)

This poster by the French government encourages reaction from the general public and to not tolerate VAW and DV: “Sexism and Sexual Violence at work, at home, in the public sphere – To react can change everything”.



Joining forces (Albania, 2021)

Op-ed in the Albanian Daily News by Ambassador Vincenzo Del Monaco: “Violence against women and girls: No alternative but to join all forces to fight it together”.



I am #WithHer, are you? (European Commission, March 2020)

#WithHer is a digital campaign encouraging people to be on the side of the victims.

4.2.9. Inform the general public about the reality and impact of VAW and DV

The consequences of VAW and DV are devastating on many levels - and data can be used to back up these facts. From socio-economic costs to community and personal impacts (poverty, homelessness, health costs, psychological and physical damage, and suicide attempts, etc), victims of VAW and DV are not just three lines in a newspaper, or an unavoidable part of everyday life (cf. victim-blaming) but a serious human rights violation that bears no justification.

Violence occurs within all social backgrounds, all types of families and couples and among different professions. There is neither a typical perpetrator nor typical victim of violence against women. Among the general public, everyone knows someone who is going through this ordeal, if they are not a victim or a perpetrator themselves.

The Istanbul Convention clarifies that children are also victims of DV. Awareness-raising activities can bring this information to the public. It can give a different, yet significant view of the issues connected to domestic violence. It addresses issues of fatherhood, of masculinity, and help to end the idea that DV is private matter or mere disagreements within a couple.

GREVIO's report on Albania encourages awareness-raising activities to promote knowledge about the harm caused to children who witness domestic violence. Children appear to be "the forgotten victims of domestic violence against women". GREVIO is particularly alarmed by the low level of awareness, among the victims of violence themselves, of the impact that witnessing domestic violence has on children (GREVIO, 2017).

Example of good practice



Posters against DV using drawings by children (France, 2011)

"A man who is violent with his wife is not a good father" (on the left: "Don't hurt mummy")

The campaign was designed and launched by the Collectif féministe contre le viol (Feminist Collective against Rape), with State funding, as is almost always the case in France.

4.3. The importance of data and involving all stakeholders in awareness-raising campaigns or programmes

Parts of the population might have never given a second thought to VAW and DV, let alone gender stereotypes and gender roles. Having been brought up, and living in, a context of gender stereotypes, gender imbalance, and gender assigned roles, some might take for granted that "men are superior to women", "men have needs", "a wife must obey her husband", "a victim of rape was looking for it", "it is in our traditions", etc. People might be unaware of the damage caused by role models that promote the inferiority of women, of the power and control patterns of violence against women, or that it is possible to bring change. People might not even know that they can and should be actors of change.

Awareness-raising strategies need to keep in view where people stand at the start, and what changes need to be achieved.

4.3.1 Data collection, evidence-based policy making and evaluating impact

Build an efficient data collection

In order to design and implement awareness-raising policies, it is necessary to:

- ▶ Have a common understanding and shared definition of VAW and DV
- ▶ Understand the nature and prevalence of the phenomenon
- ▶ Rely on a co-ordinated, systematic and reliable data collection system
- ▶ Run surveys through multi-agency consultation in order to harmonise the data and make it useful for policy making and prevention actions.

The Istanbul Convention (Article 11) requires member States Parties “to conduct population based surveys at regular intervals to assess the prevalence of and trends in all forms of violence covered by the scope of this Convention.”

According to the European Institute for Gender Equality, (EIGE, 2013, 2017-2018) “data on violence against women can be obtained from different sources, including via sample surveys (as the closest proxy to real prevalence or incident rates), or from administrative institutions dealing with reported cases of violence against women (such as the police, justice, or health and social services). Official statistics are compiled and produced, usually by National Statistical Offices, based on data from surveys and/or administrative sources; but these capture only a fraction of the actual prevalence and incidence of violence against women. The difference between actual prevalence and incidence of violence on one hand, and disclosed violence recorded by sample surveys on the other can be known as the ‘grey zone’, as illustrated below. Despite its inability to capture the full prevalence of violence, administrative data are important for assessing how public services respond to the needs of women who have experienced violence, and to monitor trends over time.”



The use of data in awareness raising

Having data on VAW and DV helps:

- ▶ Identify priority target groups
- ▶ Build messages, in particular targeted towards the media as significant figures can become headlines
- ▶ Inform the general public on the prevalence of VAW and DV and counter underestimation or minimisation of the facts and figures.

The release of new data has the potential to bring media attention and implies a strong political message from the institutions and stakeholders. It shows that the problem is acknowledged; that policy making relies on established facts; and that figures demonstrate a problem that will be tackled.

Before initiating an awareness-raising campaign or activity, it is important to collect data on the current level of awareness among the given population that will be targeted by the campaign or activity.

Data collected can include:

- ▶ A survey for frontline professionals before/after training
- ▶ A survey of the general population on a given topic (such as aspects of violence, legal aspects, laws to be implemented, and knowledge re. available resources)

This will help in three areas: identifying the gaps in knowledge that need to be filled through awareness raising, shaping the design of the campaign or programme, and measuring its impact following the campaign or programme.

Finding the appropriate timing for releasing data is important. It can be part of a National Action Plan or be held within a timeframe that sets the schedule (data system, launch, treatment, summary, or message), ending with the public release of the findings.

Example of good practice

National survey (France, 2000)

In 2000, for the first time, the French Government conducted a large-scale survey on Violence against Women (Enquête nationale sur les violences faites aux femmes, ENVEFF). Although it had some limitations, such as being conducted over the phone (which excluded women with no access to a phone), and targeting only the 20-59 age group, its results have had a big and lasting impact in the media. Its most unexpected and striking figure was that 1 out of 10 women had encountered some type of VAW in their lifetime. Since then, this figure has been used for multiple campaigns and messages against VAW.

4.3.2 Involving women organisations and gender-equality experts

Involving women organisations

To build an efficient awareness-raising policy, it is necessary to understand where and how things could and should be improved. Women's organisations in Kosovo* have a long-standing experience and a well-established network at local level.

They can provide the working group with:

- ▶ quantitative data, i.e., valuable information about the community and local norms (in particular regarding remote or rural areas)
- ▶ qualitative data i.e., valuable insight of actual situations faced by the victims, away from clichés
- ▶ their professional approach of dealing with the victims, the perpetrators, and all agencies involved (including their use of Standard Operating Procedures)
- ▶ their views and needs
- ▶ assist in choosing messages for campaigns

Local organisations can also identify needs for specific information actions and bring those needs to the attention of local authorities in order to get financial support and political backup. This strategy will need to be backed by widespread training of all frontline professionals.

In its report on Montenegro, GREVIO notes the importance of carefully designing awareness-raising and educational measures to address the prevailing attitudes and perceptions regarding domestic violence and other forms of violence against women. Preventive measures and any interventions will inevitably fail if large segments of society and professionals do not fully embrace the notion that domestic violence and other forms of violence are unacceptable manifestations of the power of men over women. (GREVIO, 2018)

Calls for Projects

State institutions might consider launching a call for projects for awareness raising campaigns. It will request women's organisations or NGOs to outline projects that they would be able to implement should they get the funding. The call for projects would need a deadline and include a precise definition of what is asked of the participants. Participants will understand that their project might or might not be selected and they would get feedback if not selected and to improve their future applications.

Projects should include the following:

- ▶ the target (age/area/gender/profile, etc.) and number of people reached through the project
- ▶ a schedule
- ▶ technical means of implementation
- ▶ a detailed budget
- ▶ before/after data
- ▶ means of dissemination
- ▶ means of evaluation
- ▶ future of the project after funding ends

Funding plan:

- ▶ identify costs and make a detailed budget
- ▶ identify potential private and public funders
- ▶ study funders' past/current involvements by researching their annual reports, newsletters, calls for projects, areas of interest, etc.
- ▶ decide which are the most likely to fund the project
- ▶ identify clearly for the reasoning of the proposal and what return/benefit the funder can expect
- ▶ be ready to change the funding plan according to new opportunities or refusals.

Consultancy of gender-equality experts

Support services and women's groups already work with citizens and professionals to raise awareness on VAW and build empathy towards victims. In this regard, women's organisations on a local level have often set up formal as well as informal partnerships with the local police, town hall, the media and the population. (Gavric, 2018).

Their experience and feedback will help tackle:

- ▶ The scope of violence
- ▶ People's perceptions of VAW and DV
- ▶ The arguments that are put forward to justify violence, blame the victims or limit the understanding of what constitutes VAW and DV
- ▶ How to approach such topics locally (activities, meetings, leaflets, campaigns, at schools, etc.).
- ▶ Past victims can be involved in campaigning and raising-awareness; a valuable input enabled by their trust in the help centres and shelters.

Example of good practice

Project by Libres Terres des Femmes (France, 2015).

Libres Terres des Femmes is based in the north-east of Paris. They are specialised in providing help to victims of domestic violence (550 women/year). They are members of the national network Fédération nationale solidarité femmes, FNSF. Here are the steps of the successful project they produced:

- **Data:** Libres Terres des Femmes realised that a large number of the women were referred to them by the maternity ward of the local hospital (Hôpital Lariboisière). Almost all of them were immigrants (from Africa, Pakistan, and Russia mainly) and not native French-speakers.
- **Research:** they realised that the women were having a hard time understanding their rights (i.e. the French law against Domestic violence), let alone how to report violence, or rape by their husband at a police station.
- **Needs:** they decided that the best way to get the message to the women would be to make short films in their native language.
- **Funding:** the French Ministry of Interior gave a positive answer to their request and budget planning.
- **Implementation:** a gender-based violence expert was hired and worked with past and current victims' testimonies. It was decided that short animation films would be more efficient than short feature films; the story would be told in the first person by a woman who was no longer in a situation of violence.

As a result, 8 films of 2.5 minutes each were produced with specific themes: "How to file a complaint", "Psychological abuse", "Protection order", "Pregnancy and children", "Domestic violence and rape", "Let's restore your self-confidence", "How to get a divorce", "How to get your autonomy back". All 8 films were dubbed in Arabic, Bambara, Chinese (Mandarin), English, French, Lingala, Portuguese, Soninke, Russian, Tamil, Wolof. The films were shown to the women who came in person to Libre Terre des Femmes, as many times as needed, and served as a basis for future work. Since the films are available on YouTube, they have been watched by a wider audience than just the women seeking help at Libre Terre des Femmes, as well as being used for training frontline professionals. Additionally, platforms such as YouTube provide viewing statistics, which is a useful quantitative evaluation tool for researchers. For instance, the short animation film on "Psychological abuse" got 42,223 unique views for the French version, 2,537 in Arabic, 1,788 in English... (YouTube data, April 2021).

Link to the videos: <http://www.ltdf.fr/l-association/nos-films-et-tous-nos-outils/>

4.3.3 Fostering multi-agency co-operation: involving all relevant stakeholders

Coordination among relevant stakeholders is necessary in designing and implementing awareness-raising initiatives.

For twenty years, Kosovo* has been building a legal and political framework to end VAW and DV. This is based on a strong and close collaboration between the international and local organisations and institutions. At the local level thirteen municipalities have set up multi-agency cooperation mechanisms or municipal working groups between police, NGOs, shelters, the judiciary and other institutions for the protection and support of victims of domestic violence. This cooperation and sharing of views, is a key tool for efficient awareness raising. It should be nourished and further reinforced at every available opportunity.

A successful campaign will need to bring together a working group consisting of:

- ▶ The Agency for Gender Equality
- ▶ The National Coordinator on Domestic Violence
- ▶ Local women's organisations such as shelters, NGOs and networks in the field of VAW and DV
- ▶ Gender Equality experts
- ▶ Communication experts
- ▶ Other experts, such as forensic scientists, youth organisations, education experts, international organisations etc.

Ideally, all members involved at the start should participate throughout the whole process.

The decision-making process is to be decided upon beforehand, in order to establish how final decisions will be made on each step of the process. Time must be allowed for exchanges of views (through emails or meetings). A vote within the working group might prove to be the most appropriate solution. Deadlines must be in place for final decisions.

The Agency for Gender Equality and the National Coordinator on DV can, among other things:

- ▶ bring expertise
- ▶ monitor the budget and financial aspects of the process
- ▶ monitor the schedule
- ▶ align the awareness-raising campaign programme with the central policy.

Local Women's Organisations and experts in the field of VAW will, among other things:

- ▶ share the needs they have identified
- ▶ train communication experts to understand gender-based violence and issues linked to VAW and DV
- ▶ describe the target audience they have in mind
- ▶ share data and information that is useful for the campaign
- ▶ suggest appropriate launch dates

Experts in VAW and DV will, among other things:

- ▶ share accurate data and analysis
- ▶ suggest topics to be addressed
- ▶ ensure the campaign is reaching out to the right audience with the proper tools

Experts in communication will, among other things:

- ▶ help define the target audience
- ▶ bring ideas and proposals for a powerful message (written and visual) within a specific budget

- ▶ study the appropriate means and channels for the campaign according to audience, duration and budget
- ▶ suggest the best time to launch the campaign
- ▶ organise and conduct pre-tests in order to modify the message and visuals if necessary.

Communication experts might favour a shocking message or visual that might not suit the needs of the victims/the reality of DV, as put forward by the grassroots organisations for instance. On the other hand, stakeholders and women's organisations might lack knowledge on campaign budgeting, or the amount of information that can be carried in one single campaign.

4.4. Working with the media including the role of the Independent Media Commission and self-regulation of the sector

4.4.1. Working with the media

The media's transformative potential as regards the portrayal of genders and their associated roles in society is huge. "The media play as important a role as education through correct reporting on the phenomenon, preservation of anonymity, ethical reporting based on the principles of journalism" (AGE interview, 2020). When trained, media professionals can be central agents of change. When not trained, their impact can create significant and lasting damage, deter victims from coming forward, and undermine the efforts of awareness raising.

The OSCE Mission in Kosovo* "Guidelines for journalists: Reporting in Domestic violence" (2018) can be made available to all media professionals, in particular at journalism and production schools. Universities and Law schools should be using it too, since professionals of the judiciary system will often be the first source of information for journalists.

Because advertising and commercials can convey gender stereotypes, they should not be forgotten in the process. "Advertising reproduces thousands and thousands of images, reinforcing the heterosexual gender dualism with its stereotypes of masculinity and femininity, mostly relating to men's sexual desires. The objectification of women is materialised in symbolic codes of sexualised gender roles, chopping them up into parts (thighs, legs, breasts, etc.) and fetishizing the female body, comparable to pornographic representations. Consequently, these dominant constructions of 'desirable', 'ideal' femininity to attract male fantasies have been criticised as contributing to male violence against women." (Wolf, 2013).

In implementing Article 17 of the Istanbul Convention, training of the media can include dedicated workshops/conferences. Participants would be media representatives as well as the Agency for Gender Equality, the National Coordinator on Domestic Violence, the Association of Journalists of Kosovo*, frontline professionals, women's organisations, etc. Workshops can also be organised at journalism and production schools, and for local press organisations or clubs.

Workshops provide an opportunity to share experience and build mutual understanding of the goals and means of enhanced collaboration. Some stakeholders and women's groups in particular, might find media reporting on VAW and DV quite frustrating. Workshops or seminars can help them understand what is required to make for interesting reporting/sell news/get viewers or readers, etc.

Conversely, the media would be able to understand the realities of VAW and DV and the view of victims, how agencies work, who to resource for professional feedback on a story, where to get data including on legislations and how they can change perceptions to bring change. This information can help them deliver the right message, avoid victim-blaming, avoid justification of crimes (jealousy or passion) and respect the victims' identity and confidentiality.

It is usually productive to have local women's organisations and local media share their expe-

rience. Over the years, women's groups in Kosovo* have built strong relationships with media professionals, especially at local level.

Possible actions from the Independent Media Commission

As it is responsible for monitoring programs' content, the Independent Media Commission can draw up a set of rules on what is not acceptable and will not be tolerated. This covers a wide range of VAW, starting with the portrayal of women as objects, to the "aesthetics" of VAW or DV. A dedicated commission could be put in place within the IMC.

Indicators

- ▶ Indicators can provide all members of the dedicated commission with a common definition of what is or is not acceptable. The indicators should be developed in a multi-stakeholder collaboration with the self-regulatory bodies, media organisations, academia, freedom of expression and gender equality experts, and civil society.
- ▶ Based on indicators the IMC could encourage media self-regulatory bodies and/or media organisations to adopt self-regulatory measures, internal codes of conduct/ethics and internal supervision and develop standards promoting gender equality. In addition, the media could be imposed a reporting obligation. This would allow more freedom to the media themselves but would also provide meaningful oversight. Alternatively, based on the indicators, the IMC can adopt its own regulatory scheme and carry out content monitoring.
- ▶ The IMC could encourage managers to employ/promote more women in the media sector to encourage women to join a work environment that is free from gender-biased views and attitudes.
- ▶ Data could also serve as a basis for further work. For instance, the IMC can launch a study of the portrayal of women/men in the media. Reliable tools are made available by the Global Media Monitoring Project¹.

Reporting

- ▶ If funding is available, the IMC can be entrusted with the mandate to require outlets under its jurisdiction to provide, on a regular basis, reports on the implementation of gender equality policies in their content. And conversely, as a media regulator, the IMC should, based on Recommendation CM/Rec (2013)1 of the Committee of Ministers to member States on gender equality and media, have a mandate or task to include an assessment of such implementation of gender equality policy in the media in their annual reports.
- ▶ The IMC should have mandate to receive and resolve complaints from the public as to sexist behaviour / comments, sexist advertising (if applicable), as well as the depiction of violence against women, the portrayal of women as sexualised objects, the identification of victims of sexual violence and discrimination on the basis of sexual orientation. The media under the IMC jurisdiction should have an obligation to inform in a clear and visible manner their audience about the existence of such a mechanism.

¹ The Global Media Monitoring Project is the largest and longest-running research on gender in the world's news media. It was set up in 1995. waccglobal.org

Training

- ▶ The IMC could also organise training and awareness-raising activities, for example on unconscious bias, gender mainstreaming initiatives, combatting gender stereotypes, and of course on hate speech and sexism in media content. Good practices could be promoted and sensibilisation of journalists and producers improved.

GREVIO notes in its report on Spain their particular satisfaction with the long-standing role which the Women's Image Observatory (OIM) has played in monitoring and calling out sexist portrayals of women in the media and in advertising. Set up in 1994 under the Women's Institute, it ensures the promotion of a balanced, non-stereotypical image of women by monitoring the content of the media and advertising directly and through complaints from the general public in order to identify sexist or discriminatory treatment of women. It has the power to request the amendment or removal of the most stereotypical or denigrating advertising campaigns against women." (GREVIO, 2020)

Example of good practice

Address Media Responsibility in VAW and DV (Slovakia, 2014)

Task 42 of the Slovakian National Action Plan for the Prevention and Elimination of VAW (2014-2019) calls on the media and recommends to: "Track the problem of violence against women and domestic violence in the media and advertising based on annual monitoring of selected media with the aim of increasing the effectiveness of media law and self-regulation"

4.4.2 Awareness raising and training of frontline professionals

WHO to train:

- ▶ Frontline professionals include all professionals answering calls at 112, 192, 194, police, judiciary, social workers, health professionals (GPs, midwives, gynaecologists, Accident and Emergency wards, but also dentists, orthopaedists, osteopaths, etc.), education professionals - some directly involved with victims, who are informed of the situation, some potentially involved with victims, and those who are not informed, but might find out.
- ▶ Each training should be designed for one specific area of frontline professionals/ students. For example, midwives in maternity wards, nurses in emergency wards, police officers in rural areas, schoolteachers, etc. as well as all students, such as law students, medical students, police officers in training, media students, etc.

WHY training:

"Training is a key tool in addressing professionals' preconceptions, stereotypes and victim-blaming attitudes which can lead to secondary victimisation, where the victim is re-traumatised by the very professionals and institutions responsible for assisting her" (Council of Europe, 2017).

WHAT to train on:

Prepare pre- and post-training surveys on the level of knowledge of participants regarding the scope and reality of VAW and DV, legal aspects and definitions, social resources, referral mechanisms and multi-agency cooperation.

Example of good practice re. training sessions

- ▶ Sessions usually last between 2 or 3 hours to five days.
- ▶ Speakers can be chosen for a wide range of professions involved: police officers, judiciary, health professionals, and women's groups. Depending on the main angle, this may also include education specialists, psychologists, etc.
- ▶ Participants should get a document that includes main points and checklists
- ▶ In some cases, the sessions can invoke the training-of-trainers principle in order to further disseminate professional knowledge.
- ▶ Professional training can also be performed online. Participants can attend according to their own schedule. The course might involve videos, interviews with experts, tests, additional resources and a diploma or certificate of attendance.
- ▶ The goal is to inform the participants about their role within the multi-agency framework.

Reaching out to victims, increasing reporting

"The AGE estimated that up to 90% of domestic violence cases went unreported in 2008. Widespread views of domestic violence as a private/family matter, combined with social stigma, fear of retaliation, lack of trust in competent authorities, and economic dependence on the perpetrator, all contribute to underreporting." (Council of Europe, 2017)

Before launching a campaign to increase reporting, it is important to make sure resources, trained staff and funding are in place to assist victims: "In 2016, one out of five services (Centres for Social Work and shelters) were unable to support women victims of violence due to a lack of space, capacity, resources or social housing" (Council of Europe, 2017). It would be counter-productive to encourage women to report if no appropriate answer will be provided. They will end up going back to the perpetrator and might be discouraged from further reporting. Once support services are in place, institutional messages can promote the helpline number, encourage victims to report VAW and DV by filing a complaint or turning to social services.

In cases of sexual violence, if rape convictions are low (as shown in available data), it will be pointless to have a campaign encouraging reporting and promising convictions for perpetrators. It is better to send a message to the general public and potential perpetrators first, explaining that a woman walking alone at night or wearing a short skirt is never an invitation to assault (Council of Europe, 2014).

Example of good practice

16 Days of Activism Against Gender-Based Violence (Kosovo*, 2017 and 2019)

The Agency for Gender Equality has been marking 16 days of activism against GVB since 2012. Various activities take place at national and local level, where women organisations, Municipal Gender Officers and international organisations partner to raise awareness against GVB. Also, a calendar of activities for 16 days of activism on GVB is coordinated through UN Women in Kosovo* as part of Security and Gender Groups (SGG).

The 2017 and 2019 campaign could be considered one of the most successful based on the high level of coordination, the large number of activities organized, as well as the high visibility of the campaign, achieved through various methods such as TV, radio, social media, etc" (Demolli, 2020).

4.4.3. Private sector

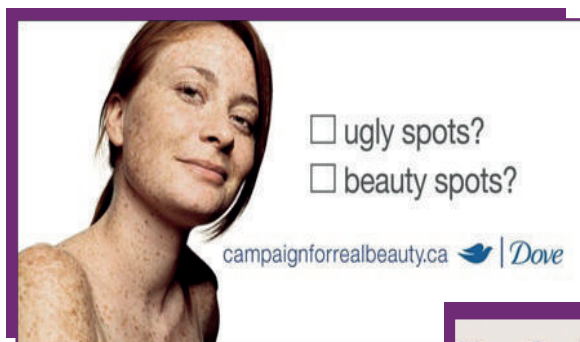
The private sector has an enormous potential to promote a culture of gender equality. It can encourage women to join the workforce, and to make their voices heard.

In the area of awareness raising against VAW and DV, the private sector can act in two main directions:

- ▶ They can finance or co-finance a campaign, or provide services, such as printing posters of sending out leaflets throughout their own facilities.
- ▶ They must provide a safe work environment including a zero-tolerance policy regarding VAW and sexual harassment in the workplace.

Article 17 of the Istanbul Convention focuses on the involvement of communication/information technology companies and the media in awareness raising, not only in the development of national policies to prevent violence against women but also taking part in their implementation. It further specifies the need to focus on children, parents and educators because “the information and communications environment that provides access to degrading content of a sexual or violent nature might be harmful (Article 17.2).”

Example of good practices



All bodies are beautiful

Some brands such as DOVE are pushing for “real beauty” and being “body positive”.



4.4.4. Identify sustainable funding for raising awareness on VAW and DV

Investment in awareness-raising activities is economically sound: the higher investment in prevention, the less VAW and DV will amount to in terms of social, police, judiciary and health costs (Farnsworth et al., 2012).

However, the NSPDVAP 2016-2020 planned a budget of 10,536.000 euros for activities and that “DV activities make up 0,001% of the overall annual Kosovo* budget”, which is far from enough, especially since these figures take into account all activities, including funding for shelters (Gavric, 2018).

The allocated funding from the government for awareness-raising campaigns should be increased. These campaigns might be launched by State bodies or as mentioned above, by stakeholders such as women's groups, coming forward with specific needs to be addressed, or answering a call for projects. Part of or all the funding might also come from companies, private funders and/or international organisations:

"It is crucial for private funders and foundations to engage more with creating partnerships and funding activities to prevent violence against women, given the prevalence of the phenomenon, but also given the decrease in public funding for this issue." (Council of Europe, 2016).

Wherever the budget comes from, there are the rules the beneficiary running the campaign should follow:

- ▶ Present a stable and healthy accounting
- ▶ Establish a clear plan and view of the campaign and planned activities
- ▶ Decide on realistic financial goals
- ▶ Bear in mind visibility of funders (unless they wish to remain anonymous)
- ▶ Work on an accurate and detailed budget
- ▶ Follow the budget and keep a healthy balance
- ▶ Provide results and conclusions

5. Steps for awareness-raising campaigns

Awareness-raising planning can refer to the 5 pillars of journalism, also known as the 5W (+How):

- ▶ **Who** are we talking about/to
- ▶ **Why** do we need to do this
- ▶ **When** is a good time to launch and end the campaign/activities/project
- ▶ **What** are the contents and steps of the campaign/activities/project
- ▶ **Where** will it take place (posters/online/media/meetings, places/cities/shelters/training, etc.)
- ▶ **How** will it be implemented

5.1 Start/duration/calendar of the campaign

- ▶ **Work Packages** should be put in place by the working group at the very start. A Work Package (WP) is a unit of work. Work Packages are organised in a chronological order with deadlines.

They can be divided like this:

- WP 1 - Management and coordination, launch of the campaign project
 - WP2 - Gathering material (documentation, articles review, focus groups, interviews)
 - WP3 - Drafting of the campaign according to the means (website, posters, tv, radio, leaflets) and key actions
 - WP4 - Testing of the campaign
 - WP5 - Launch
 - WP6 - Dissemination activities
 - WP7 – Evaluation
-
- ▶ The project manager will oversee the WPs and reminds members of the working group of deadlines.
 - ▶ The duration of an awareness-raising programme, from beginning to end, can be up to two years and should not take under a year.
 - ▶ The schedule must be respected by all parties involved.
 - ▶ Choosing a meaningful launch/end date can ensure a bigger impact in the media, for example:
 - 8 March, International Women's Day
 - 25 November, International Day for the Elimination of Violence against Women
 - 11 October, International Day of the Girl Child.

5.2 Identify audience/mobilise communities

- ▶ Audiences can be the general public, frontline professionals, victims, witnesses, media producers and journalists; this must be decided right at the start. Every category can be split into specific groups. Of course, a public campaign (TV, radio, posters) will be seen/heard by everyone, but it can still target one social group in particular.
- ▶ Mobilising the community requires identifying influential individuals or groups within the given community, their engagement on the issue you will cover, their level and means of influence. They should act as amplifiers in conveying the message to the rest of the population.
- ▶ Bring into the working group members of the public/target group: “to work effectively, campaigning must seek to understand the behaviour of the intended audiences when developing the campaign message and therefore must include representatives of the intended audience in the design, implementation and evaluation of the campaign” (Council of Europe 2014).

5.3. Define one clear and short key message/slogan

There are different forms of VAW and DV, topics to be addressed, and audiences to reach. Over the years, all themes should be covered:

- ▶ pick one angle (prevention, child protection, stereotypes, health, available help and access to services, role of witnesses, information about the Law, zero tolerance to VAW and DV).
- ▶ decide who should get the message.

Key questions:

- ▶ “What do we want to achieve?” being the most important question, as it summarizes the whole awareness-raising initiative, it might lead to heated but useful debates among the working group.
- ▶ “Will the audience understand the message?” if this does not get a 95% -100% yes, the message needs to be improved until it is totally clear.
- ▶ “Will they remember the message?” should also get a high mark as this is the ultimate goal of the programme.

5.4 Give the helpline number/ contact number

- ▶ All campaigns should provide the helpline number, website or email address of the organisation that would be in the frontline in providing advice and help to the victims and witnesses.
- ▶ If there is multi-agency cooperation a list of contacts (on a leaflet or a website) can be provided: specialised women’s organisations, specific police numbers, emergency numbers where, if possible, trained frontline professionals available to take the call and make a referral.

5.5 Test message with focus group

- ▶ “Pre-testing messages with the target groups, as well as with victims, will help to ensure that they will be effective on the target audience, and will help to prevent unintended harm.” (Council of Europe 2014). This will allow time to check that the message is understood, well remembered, easy to pass on, or whether it needs to be improved. Also, it is important that language and images are clear, and that there is not too much or too little information.
- ▶ This should be done quite some time ahead of the launch, to allow for any necessary modifications and a second pre-testing of the new messages.
- ▶ Stakeholders as well as campaign designers will have to accept criticism and use them to bring changes if necessary. If, when pre-tested, the message does not work, this means it needs to be modified. All suggestions made by the focus group should be taken into account.

5.6 Prepare key materials

Key materials need to be designed according to funding, target audience, and means of implementation. The preparations need to allow time for testing the material and modifying it accordingly. Key materials can include posters, leaflets, website, and toolkits.

At the heart of their design is the question of where and how to reach the audience. While the message should be clear and understandable, accessibility to the key materials should be carefully planned.

- ▶ A toolkit can be made available online, to be used at any moment by any target group (especially frontline professionals). The toolkit can include websites and printed roadmaps, as well as leaflets they can distribute. Massive Open Online Courses (MOOC) are widely used as their sustainability makes them financially sound.
- ▶ Any material designed for the victims need to keep in mind that their safety comes first. Discretion is central, as victims who are still living with a perpetrator might face further danger if he finds out she has been looking for help.
- ▶ It should be possible to leave a website quickly by just clicking on “x” or “escape”, and the website should explain how to delete online browsing history.
- ▶ In places where a woman might be present with the perpetrator (emergency or maternity wards, police stations), information/posters can be put in the ladies’ toilets for instance, where he has no access.

5.7 Prepare key actions

Key actions will vary and depend on the objective of the campaign. They require careful planning and information spreading.

However, unplanned actions can sometimes take place in very short notice, when pushed by an event or a case that is making the news and getting more interest than usual.

For example, in France, the killing of a famous actress by her famous boyfriend, a singer, in August 2003, marked the first time a victim of DV made the headlines. It enabled experts on all levels to get media attention, speak up against DV, establish that the victim’s four children had lost their mother (as many other children in similar circumstances) and underline the fact that DV happens in all social spheres.

5.8 Consider professional monitoring against backlash

- ▶ All over the world, campaigns against VAW and DV face online abuse, from insensitive or vicious comments on online fora and social media, to publicly revealing a victim's address or personal details (often referred to as 'Doxxing'). Cyberbullies seize every opportunity to further harm a victim, in particular by giving details - true or imaginary - about her life and reputation. Some news websites encourage this, for instance by conveying gruesome details, thereby provoking emotional reactions online. They choose sensationalism over moderation or the protection of victims.
- ▶ When launching a campaign against violence against women and domestic violence, online sexist hate speech should be expected. Stakeholders might consider hands-on monitoring to prevent any call for violence and backlash towards the campaign. Those in charge of this monitoring should have received full training on all aspects of VAW and DV and data protection. They should be allowed to delete hate messages and to block senders.
- ▶ New software is being created to monitor online abuse automatically. It is worth keeping an eye on their latest development and whether all languages are covered.

5.9 Monitoring and evaluation

Monitoring and evaluation depend on the type of awareness-raising undertaken. As explained above, data gathering should be done before and after a campaign or programme, in order to measure its impact.

Measures to monitor and evaluate a campaign can involve:

- ▶ qualitative surveys measuring the impact and design of a campaign/activity
- ▶ before/after surveys measuring levels of awareness, such as gender stereotypes, or knowledge about support available to help victims, awareness of professionals, etc.
- ▶ before/after data on the use of specialised services, referrals, calls to the hotline, clicks on a dedicated website, etc.
- ▶ being part of evaluations of the National Action Plans on Violence against women and Domestic violence.

6. Checklist for Awareness-Raising Campaigns

Below is a summary of elements to take into consideration when planning, implementing and monitoring awareness raising campaigns and programmes on VAW and DV (Council of Europe, 2014 and 2020):

- ▶ Clear definition and gendered and human rights understanding of VAW and DV
- ▶ Integral part of a comprehensive approach to VAW and DV
- ▶ Clear objectives, targets, indicators
- ▶ Based on research and data/knowledge
- ▶ Budget allocated
- ▶ Experts on VAW and DV and communication involved
- ▶ Tailor to the context
- ▶ Include suggestions on concrete action
- ▶ Avoid stereotyping
- ▶ Consider creative and innovative means to convey the message
- ▶ Use role models or “ambassadors”
- ▶ Involve media
- ▶ Monitor and evaluate results

ANNEX 1

Relevant Articles of the Istanbul Convention

Article 13 – Awareness-raising

1. Parties shall promote or conduct, on a regular basis and at all levels, awareness raising campaigns or programmes, including in co-operation with national human rights institutions and equality bodies, civil society and non-governmental organisations, especially women’s organisations, where appropriate, to increase awareness and understanding among the general public of the different manifestations of all forms of violence covered by the scope of this Convention, their consequences on children and the need to prevent such violence.
2. Parties shall ensure the wide dissemination among the general public of information on measures available to prevent acts of violence covered by the scope of this Convention.

Article 15 – Training of professionals

1. Parties shall provide or strengthen appropriate training for the relevant professionals dealing with victims or perpetrators of all acts of violence covered by the scope of this Convention, on the prevention and detection of such violence, equality between women and men, the needs and rights of victims, as well as on how to prevent secondary victimisation.
2. Parties shall encourage that the training referred to in paragraph 1 includes training on co-ordinated multi-agency co-operation to allow for a comprehensive and appropriate handling of referrals in cases of violence covered by the scope of this Convention.

Article 17 – Participation of the private sector and the media

1. Parties shall encourage the private sector, the information and communication technology sector and the media, with due respect for freedom of expression and their independence, to participate in the elaboration and implementation of policies and to set guidelines and self-regulatory standards to prevent violence against women and to enhance respect for their dignity.
2. Parties shall develop and promote, in co-operation with private sector actors, skills among children, parents and educators on how to deal with the information and communications environment that provides access to degrading content of a sexual or violent nature which might be harmful.

ANNEX 2 Possible themes

Theme of research	Target for a campaign	Possible themes for a campaign
Data	General public	<p>"x women were killed by their partner in 2019 – let's put an end to DV"</p> <p>"thousands of children witness their father beat up their mother, let's give them a better childhood - be a different man"</p> <p>Message: the whole population would benefit from the eradication of VAW and DV</p>
Understanding the main steps in a victim's story	Victims and witnesses	<p>"You are not alone"; "it is not against the law to say no to your husband"</p> <p>Message: VAW and DV are widespread but it's illegal/you don't have to put up with it</p>
Reluctance/willingness of the victims to talk about the situation	Victims and witnesses, frontline professionals, general public	<p>"Break the silence"</p> <p>Message: frontline professionals have received training on VAW and DV; improve the victims' trust in the institutions</p>
Reluctance to file a complaint	Victims and witnesses, frontline professionals, general public	<p>"We believe you"</p> <p>Message: police officers have been trained on VAW and DV</p>
Self-blaming victim-blaming social stigma	Victims and witnesses, frontline professionals, general public	<p>"Shame is not on your side"</p> <p>"New mentalities, new society"</p> <p>Message: mentalities need to change</p>
Level of knowledge re. legal aspects and social assistance	Victims and witnesses	<p>"We are here to help"</p> <p>Message: information on multi-agency cooperation</p>

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