

# Preventing Violence Against Women (PreViMujer II)

**Violence against women limits the full development of individuals, of societies and countries.**

## Situation

**Violence against women** (VaW) is a serious social, human rights and public health problem worldwide. In Ecuador, it affects more than half of women, approximately 7 out of 10, according to official statistics (INEC, 2019).

The negative impact on economic and social development is evident in the high costs that this violence causes. Ecuador loses USD 4,608 million annually, which is equivalent to 4.28% of its GDP. Universities of that country assume an annual cost of USD 68 million, a result of violence against women, mostly perpetrated by their partners (USMP-GIZ, 2020).

Ecuador has the **Organic Integral Law to Prevent and Eradicate Violence against Women** (LOIV, 2018) and its respective regulation. It ratified the Convention against all forms of discrimination against women (CEDAW), as well as the Inter-American Convention to prevent and punish violence against women (Belem do Pará Convention); and is committed to the Sustainable Development Goals (SDGs), especially goal 5 on gender equality. Despite these advances, the challenges to the implementation of effective measures, focused on the prevention of violence against women, remain.

The project PreViMujer II contributes to precisely this aspect, so that the different actors in society, through the development of their capacities, the transmission of knowledge and methodological instruments, and the generation of evidence, implement innovative and sustainable actions to prevent VaW.

## Objective

To strengthen the contribution of state actors, the private sector and the civil society, of the universities and the media to the prevention of violence against women.

## Strategy

The project, on the one hand, strengthens the exchange of experiences and cooperation between the public, private and civil society sectors. On the other hand, through campaigns, studies,

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SDGs	   

training methodologies and equitable management models, it promotes processes of social change for a culture of zero tolerance for VaW.

## Impacts

### From evidence to action

Scientific studies of the costs of violence against women have been widely disseminated by the different actors. The worrying figures aroused, among other things, the interest and commitment of the private sector, which has resulted in the implementation of measures in which companies invest directly, and in the creation of the annual Seal "Safe company, free of violence and discrimination against women". More than 150 companies have applied, and 23 companies have obtained this recognition.

### From evidence to incidence

Women's and feminist organizations use the results of the studies for political advocacy and have achieved: the signing of the "Fiscal Pact for women's rights" with candidates for the Presidency of the Republic; the inclusion of a percentage of the revenues from the sale of oil to address this issue in the Amazon Law project; and the delivery of a bill for universities to the Assembly. In addition, they have achieved the approval of the evaluation report with recommendations for the implementation of the LOIV.



University student spokespersons in the dissemination of the study: "From Evidence to Prevention. How to Prevent Violence against Women in Ecuadorian Universities." Photo: © PreViMujer 2022



Awareness workshops for companies for the prevention of violence against women. Photo: © PreViMujer 2017

## Step by step towards prevention and change

The Ministry of Labor has the course "Secure Institutions, free from violence against women" on its E-learning platform, and since 2019 more than 200,000 public servers, including justice operators, have passed this course.

As part of this commitment, and with the technical assistance of the project, the Ministry of Labor promulgated in 2020 the Ministerial Agreement No. MDT-2020-244 "Protocol for the prevention and treatment of cases of discrimination, harassment and all forms of violence against women in the workplace", which is of mandatory compliance for the public and private sectors.

The online course for the private sector has been approved by more than 14,000 collaborators of more than 30 companies, and currently this course is also available on the E-learning platform of the Ministry of Labor.

More than 4,000 teachers, administrative staff and students from five universities have become aware of the issue and two of them have incorporated the online course as part of their students' study plan.

### A sustained campaign "Women without violence: This is how Ecuador wins!"

This is the most sustained campaign over time, from 2018 to the present, and welcomed by multiple actors. For example, two business groups, a government institution, and a university have creatively implemented the campaign with their own investments. In addition, it has reached close to 600,000 people through the campaign's fan page on Facebook, and more than 60,000 people through other social networks.

## Learning paths with children and adolescents

More than 3000 children and adolescents have participated in the "Strong together. Stopping violence in it's tracks", and in "Game Over, with violence against women you don't play".

303 multipliers have been trained in educational and civil society institutions, such as the Ecuadorian Red Cross. Currently, both methodologies have mobile applications.

In Germany, the "Strong together" is part of the training of social workers at the Rhine-Main University of Applied Sciences, with 73 implementations in 30 primary schools and educational institutions, and 160 multipliers over the past 8 years.

## With evidence, more awareness

Since 2021, more than 400 publications have been generated based on the scientific studies developed by the project, in at least 80 digital media, television, newspapers, magazines and international media agencies, the same ones that have created their own materials in innovative formats.

Two organizations and two digital journalists have specialized web spaces that offer training to the media, one has a Protocol for the prevention of violence and discrimination in newsrooms, another promotes the "Free classrooms" initiative and produces content with Storytelling in a sustained and permanent manner.

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