

Preventing Violence Against Women (PreViMujer III)

Violence against women bears high costs for countries and societies.

Situation

Violence against women is a serious human rights violation, a public health problem and a social affliction. In Ecuador, it affects 65 out of every 100 women, according to official statistics (INEC, 2019). The negative impact on economic and social development is evidenced by the high costs that this violence causes. Ecuador loses USD 4,608 million annually, equivalent to 4.28 percent of its GDP (GIZ & USMP, 2020). At the same time, the country's universities assume an annual cost of USD 68 million due to violence against women, both from partners and other members of the university campus (GIZ & USMP, 2022).

Ecuador has ratified the Convention on the Elimination of all Forms of Discrimination against Women (CEDAW), as well as the Inter-American Convention on the Prevention, Punishment, and Eradication of Violence against Women (Belém do Pará Convention) and is committed to the Sustainable Development Goals (SDGs). The project contributes to the implementation of the Agenda 2030, more specifically to SDG 5 on gender equality and its target 5.2 on the elimination of violence against women. It also promotes partnerships to achieve SDG 17 through the participation of civil society actors.

At the national level, women and girls are explicitly guaranteed a life free of violence by:

1. the Constitution of 2008 (Art. 35 and Art. 66);
2. the Comprehensive Penal Code of 2014 (Art. 141 and Art. 155); and by
3. the Comprehensive Organic Law to Prevent and Eradicate Violence against Women (*Ley Orgánica Integral para Prevenir y Erradicar la Violencia Contra las Mujeres*, LOIV) of 2018 and its regulations.

Despite these legal advances, there are still many challenges for an effective implementation, focused on the prevention of this problem.

For this reason, PreViMujer III contributes to the application of existing legal norms in the area of prevention, especially the LOIV and its regulations.

Project title	Preventing Violence Against Women (PreViMujer III)
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Regions	Azuay, Cañar and Morona Santiago
Implementing body	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Duration	From January 2025 until December 2027
German contribution	6 million EUR
SDGs	  

Objective

Regulations for the prevention of violence against women have been implemented at the central level and in three provinces of Ecuador by state and non-state actors.

Strategy

The project builds on the achievements of PreViMujer I and II, which have allowed the establishment of connections with numerous key actors in society and have provided experience in the creation, application, and dissemination of methodological and digital tools, development of evidence, systematisation of knowledge, as well as adaptation and transfer of equitable models for the primary prevention of violence against women. In particular, the lessons learned from training and awareness programmes for public officials, a systemic prevention model for companies and universities, as well as learning methods for children and adolescents, implemented with various counterparts, constitute the foundation for this project.

Additionally, the project strengthens the exchange of experiences between state and non-state actors, develops their capacities, transfers knowledge, and promotes campaigns, systemic models for universities and educational institutions, so that they can implement articulated, coordinated, innovative, and sustainable measures to prevent violence against women.



Participants of a workshop organised by the Amazonian Women's Network analyse legal provisions to prevent violence against women. Photo: © GIZ/PreViMujer



Disseminators of the methodology *Game Over, you don't play with violence against women* who were trained at the national level. Photo: © GIZ/PreViMujer

Target group

The target group is women in all their diversity and throughout their life cycle. Additionally, men, children and young people who play a role in the prevention of gender-based violence are also involved.

Strategic lines of action

Strengthening the articulation and coordination among key actors

For the effective prevention of violence against women, it is necessary to strengthen the coordination and articulation capacities of the Ministry of Women and Human Rights (*Ministerio de la Mujer y Derechos Humanos, MMDH*) with the different institutions that make up the National System for the Prevention and Eradication of Violence against Women (*Sistema Nacional Integral para la Prevención y Erradicación de la Violencia Contra las Mujeres, SNIPEVCM*), established in Ecuadorian regulations. Therefore, in coordination with the MMDH and other institutions, public officials are trained, and the implementation of prioritised plans or agreements in the field of prevention is promoted. Additionally, campaigns that contribute to the denaturalisation of gender-based violence are implemented.

Capacity development of state and non-state actors at the local level

Strengthening the capacities, knowledge and exchange of experiences and learning of Municipal Decentralised Autonomous Governments (*Gobiernos Autónomos Descentralizados, GAD*) and civil society is a key factor for the prevention of violence against

women. For this purpose, guides, systematisation, exchange spaces and training that are effective and adapted to the local context are used. Furthermore, local multi-actor agreements that contribute to the implementation of regulations to prevent violence against women at a decentralised level are strengthened and facilitated.

Strengthening the capacities of educational entities and institutions

In the educational field, PreViMujer III advises universities and primary, secondary and higher education institutions as well as the Secretariat of Higher Education, Science, Technology and Innovation (*Secretaría de Educación Superior, Ciencia, Tecnología e Innovación, SENESCYT*). The objective is to strengthen the capacities of actors in the educational sector by training disseminators to implement the methodologies *Strong together. Stopping violence in its tracks* (for children) and *Game Over, you don't play with violence against women* (for adolescents). Similarly, innovative measures adapted to local conditions and comprehensive educational concepts are implemented, such as: Safe University Communities (*Comunidades Universitarias Seguras, CUS*) and Safe Educational Environments (*Entornos Educativos Seguros, ELI*), which contribute to the primary prevention of violence against women.

Sustained Campaigns

Mujeres sin violencia: ¡Así gana Ecuador! is a campaign that promotes the commitment to zero tolerance towards violence against women, as well as the reflection for change. It involves athletes, public institutions, media, the private sector, educational entities and women's organisations, among other actors.

Published by Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

Registered offices
Bonn and Eschborn, Germany

Preventing Violence Against Women (PreViMujer III)
Quito office, Ecuador
Av. Isabel La Católica N24-430 y Luis Cordero
T +593 2 3815 810
F +593 2 3815 810 Ext. 200

giz-ecuador@giz.de
www.giz.de/ecuador

March 2025

Responsible/
Contact

Viviana Maldonado, viviana.maldonado@giz.de

On behalf of

German Federal Ministry for Economic Cooperation
and Development (BMZ)



www.giz.de/ecuador



www.facebook.com/GIZecuador