

# EU 4 GENDER EQUALITY

Together against gender stereotypes and  
gender-based violence

Key results of the second implementation year

Reporting period

1 March 2021 - 28 February 2022



Funded by  
the European Union



**TOGETHER AGAINST  
GENDER STEREOTYPES AND  
GENDER-BASED VIOLENCE**  
#eu4genderequality

Olga Culic, the first female pilot of light aircraft in Moldova.  
Photo: EU 4 Gender Equality Moldova



Puppet show "Race for carrots" in Armenia  
Photo: UNFPA Armenia

Women and men in Eastern Partnership countries generally perceive that there has been continual progress towards achieving gender equality. According to the 'Baseline Study on Gender Norms and Stereotypes in the Countries of the Eastern Partnership', a majority of women and men in Armenia, Belarus and Georgia think women and men are more equal today than they were in the past.

Notwithstanding this progress, harmful gender stereotypes and social norms about women's and men's roles in society persist in Eastern Europe – and globally. For example, 'good-mother' stereotypes constrain women to the home during their children's preschool years, limiting women's workforce participation. The Baseline Study showed that the majority of men in all Eastern Partnership countries agree that women are primarily responsible for performing unpaid domestic tasks and that preschool children should have a mother that does not work. These views hold despite the Baseline Study's finding that the overwhelming majority of men and women in Eastern Partnership countries say gender equality is good for their country's economy.

Further, rejection of violence against women is far from universal in Eastern Partnership countries; in several countries, only about half (or fewer) of women and men believe that violence against women is unacceptable.

The three-year regional programme 'EU 4 Gender Equality: Together against Gender Stereotypes and Gender-based Violence', funded by the European Union (EU) and implemented jointly by UN Women and UNFPA, strengthens women's and men's equal rights and opportunities by shifting social perceptions, challenging gender stereotypes and increasing men's participation in unpaid domestic and care work. The programme is active in Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. During its second implementation year (March 2021 – February 2022), the programme's messaging reached over 10 million people in the region online and offline.



### Changing attitudes about women's and men's roles in the family and in the public sphere

- More than 10 million people heard persuasive messages on promoting gender equality; eliminating harmful gender stereotypes in all public spheres; preventing violence against women and girls; and increasing men's involvement in fatherhood.
- In 2021, the programme awarded 14 small grants to civil society organizations (CSOs), which enabled the CSOs to implement projects in all six Eastern Partnership countries. In early 2022, the programme awarded an additional 12 grants. Some of these grants enabled previous grantees to continue their existing projects, and some grants enabled other CSOs to implement new initiatives. The small grant projects used a variety of activities and applied varying strategies to address harmful social norms and gender stereotypes.
- In Moldova, the 'It Can Be Done Differently. Without Stereotypes' campaign reached up to three million people online and offline. [Crosswalks](#), [billboards](#), [videos](#) and an [outdoor concert by young people](#) by young people shared messages of equality and explained that professions and household chores have no inherent gender component.
- In Ukraine, the programme reached out to young TikTok influencers. Coining the term 'gringe' as a portmanteau of 'gender' and 'cringe', the campaign asked the influencers to talk about the embarrassing ways that gender norms have been imposed on them. "[NoMoreGringe](#)" campaign ultimately engaged approximately six million people.
- In Georgia, small grant projects analysed gender stereotypes in school textbooks, trained police and launched [creative awareness-raising campaign on gender stereotypes](#).
- Other examples of successful grant implementations included [Armenia's hackathon](#), which addressed gender-biased sex selection; [Azerbaijan's photo gallery](#), which highlighted the importance of daughters to their families; and Belarus' focus on fighting the stigma that women who have been released from prison face.

### Engaging men to fully participate in childcare and unpaid domestic work

- 1,916 men benefited from 18 'Fathers' Schools'; one school was established in [Armenia](#), three schools were established in [Azerbaijan](#), one school was established in [Belarus](#), nine schools were established in [Georgia](#), nine schools were established in [Moldova](#), and two schools were established in [Ukraine](#).
- 3.3 million people in the six programme countries were informed of the importance of men's caretaking responsibilities. Highlights of the programme's fatherhood interventions are summarized in a [regional article](#).
- 345 health professionals and family centre specialists from the six programme countries learned about the importance of engaging men during pregnancy and childbirth and about the importance of promoting active fatherhood.

### Preventing gender-based violence by initiating or improving evidence-based violence prevention programmes targeting domestic violence perpetrators

- In Georgia, 30 facilitators (including psychologists and social workers from the probation and penitentiary systems) underwent training on a perpetrator behaviour correction programme. Seventy-eight probationers completed the perpetrator behaviour correction programme.
- In Moldova, 87 multidisciplinary team members received training on domestic violence response, including 19 representatives from the programme's target regions. The participants were trained as trainers, which will further strengthen the skills of local multidisciplinary team members to provide a common response to domestic violence cases. This exceeds the programme target of 30 trained individuals from Moldova.
- Ukraine developed a comprehensive 'Assessment of the National Perpetrators' Response Mechanism'. This assessment will inform the development of regional guidance because the Response Mechanism provides deep insights and analysis of existing perpetrators programmes in Ukraine. The Response Mechanism also makes recommendations regarding which services/programmes for violent perpetrators are the most feasible and cost-effective in the Ukrainian context.



Father's Day in Kyiv, Ukraine  
Photo: UNFPA Ukraine

## Next steps

- Conduct a follow-up assessment of harmful gender norms and stereotypes;
- Develop regional guidance materials on working with perpetrators of domestic violence, the early prevention of domestic violence, and a study tour to learn from successful programmes for domestic violence perpetrators;
- Conduct trainings for professionals to deliver programmes and services to domestic violence perpetrators in Armenia, Belarus, Georgia, Moldova and Ukraine;
- Implement a third round of the civil society project grant component;
- Conduct a joint evaluation of the programme;
- Continue to work with men through the Fathers' Schools in all programme countries;
- Continue to work with health care workers in Azerbaijan, Belarus, Georgia and Moldova;
- Conduct additional innovative gender-responsive communications and media campaigns;
- Advocate for family-friendly policies in Belarus and Georgia; and
- Continue to work with faith-based organizations in Armenia and Azerbaijan.



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This brief was produced in the framework of the 'EU 4 Gender Equality: Together against Gender Stereotypes and Gender-based Violence' programme, funded by the European Union and jointly implemented by UN Women and UNFPA.

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